DECODING MULTIMODAL LEGITIMIZING: EXAMINING INTERNET MEMES IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT'S AGENDA

SKRIPSI

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ABSTRACT

Vevi Artia. 2002050006, "Decoding Multimodal Legitimizing: Examining Internet Members in the Context of Sustainable Development's Agenda". Skripsi. English Education Department Faculty of Teacher Training and Education Muhammadiyah University, North Sumatra. 2024.

This study investigates the problem of memes that address climate change, they can both educate and mislead audiences. Therefore, a multimodal semiotic analysis theory proposed by Kress & Van Leeuwen (2006), reveals how these elements contribute to the overall me ssage and influence of memes, such as the value of information, salience, and framing. Hence, uses the theory of Van Leeuwen (2007) to strengthen this analysis legitimacy in understanding how messages are delivered and received in various media, including internet memes. Furthermore, this research adopts a qualitative research methodology proposed by Creswell (2018), with data collection techniques suggested by Huberman and Miles (1984). This study of internet memes related to the Indonesian SDGs (climate change) shows that these memes use multimodal elements—such as images, text, and audio-visual cues—to effectively communicate complex messages about sustainability and influence audiences' understanding and policy decisions on climate change, highlighting the need for careful interpretation of these multimodal signs. Memes simplify and convey critical issues, making them accessible and memorable to a wider audience. Humor and irony enhance their persuasive impact, often using legitimacy strategies such as authoritativeness, moral evaluation, rationalization, and mythopoeia to advocate for climate action. Specifically, the findings suggest that exposure to climate change memes significantly increases individuals' willingness to engage in online climate action initiatives. Through this analysis, the study provides valuable insights into how internet memes can be leveraged to support and advance sustainable development goals, particularly in the context of climate change.

Keywords: Internet Memes, Semiotics Analysis, SDGs, Multimodal Analysis.

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CHAPTER I

INTRODUCTION

1.1 Background of the Study

In the digital age, internet memes have emerged as a significant mode of communication, reflecting and shaping societal attitudes, opinions, and behaviors. Memes, typically consisting of images, text, or videos, are often humorous, satirical, or poignant, and are shared rapidly across social media platforms. The evolution of memes from simple image macros to complex multimodal texts highlights their ability to convey intricate meanings through a combination of visual and linguistic elements. Internet memes play a crucial role in shaping public opinion and shaping our digital lives, often at the expense of politicians and events, (Way, 2019). This capability makes them a powerful tool for influencing public discourse and mobilizing collective action on various issues, including those related to the Sustainable Development Goals (SDGs).

The multifaceted nature of human communication, which encompasses not only verbal language but also nonverbal elements such as writing, reading, and the use of symbols. Given the existence of over a thousand spoken languages globally, communication is inherently broad and complex. As noted by (Rezeki & Sagala, 2020), language is widely considered the most essential tool for the transmission of information, with its meaning influenced by both word selection and communication style. This complexity extends to the analysis of internet memes, which can convey ideas through a combination of visual elements, such

as images and colors, alongside textual content, thereby creating a distinct and meaningful form of communication.

Memes are cultural entities that spread through copying, imitation, and adaptation in cyberspace communities, influenced by technology and the internet (Calestina Kekai, 2024). Memes usually take the form of images, videos, or texts, circulating widely on social media and digital platforms with humorous, satirical, or emotional meanings. However, in recent years, memes have also become important for communicating complex ideas and discussing social issues (Sharma et al., 2023).

Understanding the impact of memes requires a comprehensive analytical framework that can decipher the multiple layers of meaning embedded within them. Multimodal analysis, which examines the interplay between linguistic and non-linguistic elements, provides such a framework. By integrating theories from semiotics and visual communication, multimodal analysis allows researcher to explore how different modes of communication interact to create and convey meaning. Interactive digital software tools can enhance the analysis of multimodal communication, addressing challenges in multimodal social semiotics (Smith et al., 2011). This approach is particularly useful for studying memes, which often rely on a combination of text, images, and symbols to communicate messages effectively.

Multimodality involves the use of multiple modes such as text, images, sound, and video to convey meaning. Each mode is socially shaped and contributes to meaning-making in communication. In digital contexts, multimodal

discourse integrates various semiotic resources like language, visuals, and design elements, (Ginting et al., 2024). The involvement of multiple modes in digital discourse, such as text and visuals, plays a role in the dissemination of information, including misinformation that can negatively affect public perception. This is consistent with the argument put forward by (Saragih, 2020), the improper use of social media has resulted in the extensive dissemination of false information, distorting public perception and intensifying divisive rhetoric. The proliferation of such misinformation, alongside hate speech, undermines the democratic process and poses a significant threat to social cohesion by fostering distrust and diminishing respect for diversity.

Internet memes have emerged as powerful digital artifacts that convey complex messages through the intersection of visual and textual modalities. Current problem, When memes address climate change, as part of the United Nations Sustainable Development Goals (SDGs), they can both educate and mislead audiences. Therefore, a multimodal semiotic analysis of these memes reveals the dynamic interplay between images, text, and audio-visual elements. Semiotic theories, such as those proposed by (Kress & Van Leeuwen, 2006), that encompass information value, salience, and framing help deconstruct the meaning behind these multimodal signs. For example, a meme depicting a polar bear struggling to stay afloat on an ice floe can use visual images to convey the impacts of climate change, while the accompanying text underlines the urgency of the crisis through hashtags or ironic comments. However, this form of communication also risks oversimplification, potentially leading to passive

acceptance or rejection of climate change issues among younger audiences who consume memes readily.

The limitation of Internet memes educating about SDG climate change lies in their fleeting nature and the potential for misinterpretation. Unlike traditional educational materials, memes are created for immediate engagement rather than sustained learning. They often rely on shared cultural references and irony to convey messages, which can be subjective. For example, a meme using humor to critique fossil fuel industries might not necessarily encourage viewer engagement with the underlying climate change issues but rather circulate as entertainment. This raises concerns about the effectiveness of memes as a tool for serious environmental awareness and education. Therefore, it is crucial to approach meme-based communication with caution and consider the broader context within which they are disseminated to ensure they effectively contribute to climate awareness without diluting critical messages about sustainability.

Therefore, in addition to using One of the key theoretical frameworks employed in this research is (Van Leeuwen's, 2007) legitimacy theory, which identifies four legitimation strategies: authorization, moral evaluation, rationalization, and mythopoesis (Ross & Rivers, 2017). These strategies help in understanding how memes construct and convey legitimacy, particularly in the context of social and political issues. By examining how memes utilize these strategies, the research aims to uncover the mechanisms through which they influence public perception and discourse on sustainable development. Sustainable Development Goals (SDGs) stand for or extend the concept of

sustainable development goals, serving as a document that becomes a reference in the development framework and negotiations of countries around the world (Diouf, 2019). Internet memes can influence the policy agenda and influence the decision-making process on sustainable development, capturing the interest of policymakers, the media, and other powerful stakeholders, thus generating momentum for policy change.

This discussion of memes is almost the same as previous research entitled "Changing the World One Meme at a Time: The Effects of Climate Change Memes on Civic Engagement Intentions" (Zhang & Pinto, 2021). Explored the impact of memes about climate change on climate change risk perceptions and participation intentions in climate change campaigns. The problem in this study is the phenomenon of the legitimacy panel on internet memes in online climate change campaigns. In addition, the research on semiotic analysis in internet memes discussing the Sustainable Development Goals (SDGs) focuses on the analysis of legitimacy and meaning in the meme. This study tries to understand how internet memes can influence the policy agenda and decision-making process on sustainable development, using a theoretical framework that includes Semiotics in a multimodal analysis perspective.

1.2 Study Focus

To examine the semiotics use of multimodal online memes in relation to the Sustainable Development Goals (SDGs), specifically focusing on SDG number 13 (climate change) in Indonesia.

1.3 Research Problem

1. What is the role of internet memes in influencing the policy legitimacy agenda and decision-making process on sustainable development?

2. How can Van Leeuwen's (2007) theory investigate the legitimacy of internet memes?

3. Why does the social semiotic context impact the interpretation of images in internet memes?

1.4 Research Objectives

1. To analyze the role of internet memes in influencing the policy legitimacy agenda and decision-making process on sustainable development.

2. To analyze Van Leeuwen's (2007) theory applied to assess the legitimacy of internet memes.

3. To analyze the impact of the social semiotic context on the interpretation of images in internet memes.

1.5 Significances of the Research

1.5.1 Theoretical

Theoretically, this research serves as a source of knowledge and reference for the semiotics aspects of SDG internet memes. As such, this research enhances Van Leeuwen's (2007) theoretical framework for legitimacy research. The findings of this study aim to close the gap left by previous investigations in the same area.

1.5.2 Practically

Practically, academics aim to investigate the meaning behind SDG-related internet memes. With Van Leeuwen's (2007) legitimation, this serves as a resource for readers to conduct studies on multimodal analysis and analysis of online memes based on semiotics.

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Framework

2.1.1 Social Semiotic Layer in Multimodal Analysis

Semiotics, as described by Ferdinand de Saussure, is the study of signs and their relationship to the concepts they represent. Saussure posits that signs are composed of a signifier (the sound or image) and a signified (the concept or meaning). He emphasizes that the relationship between the signifier and the signified is arbitrary, meaning that there is no inherent connection between the two. This arbitrariness is a fundamental principle of semiotics, distinguishing it from other forms of communication where the relationship between the symbol and the concept is more direct. Saussure also notes that signs are linear, meaning they are composed of a sequence of elements that convey meaning through their arrangement and combination. This understanding of semiotics provides a framework for analyzing how language and other systems of communication function and acquire meaning through their internal structures and relationships, (Saussure, 1959).

Semiotics is the study of signs and symbols and their use in communication. In the context of color, semiotics views color as a semiotic resource, akin to other modes like language, with its own set of regularities and conventions. Color can be multifunctional, serving various communicative functions such as ideational (denoting specific people, places, and things), interpersonal (expressing attitudes and judgments), and textual (marshalling communicative acts into larger wholes).

The use of color is shaped by the interests of sign-makers within specific social-cultural groups, leading to diverse and context-dependent meanings. Provides a detailed exploration of color as a semiotic resource, arguing for the existence of a grammar of color that encompasses its multifunctional roles in visual communication. For instance, while red might signify danger in most of Europe, it can symbolize hope in some cultures, highlighting the complex and culturally produced regularities in the use of color, (Kress & Van Leeuwen, 2002).

Social semiotic multimodal analysis is a framework that examines the complex interplay between different modes of communication, such as text, images, and interactivity, to understand how meaning is constructed and negotiated in various contexts. Rooted in social semiotics, this approach emphasizes the social and cultural contexts in which communication occurs, considering how individuals' agency interacts with the technologies they use and the social context. It focuses on the sign-maker's interests, choices, and design practices, examining how users select and combine different signifiers to create meaning. This analysis adapts Halliday's meta functions to the analysis of multimodal texts, highlighting the Ideational, Interpersonal, and Textual functions. Additionally, it is sensitive to power relations and material instantiation, contributing to a deeper understanding of how communication and learning are shaped by social and cultural contexts, (Jewitt & Henriksen, 2016).

Additionally, multimodal semiotic analysis is a social semiotic approach that examines how images communicate meaning through multiple modes of representation. It focuses on how these modes interact to convey interpersonal and

representational meanings. The three systems in multimodal semiotic analysis are Information value in visual communication, which refers to the arrangement of elements in an image to guide the viewer's attention, such as top panel, middle panel, and bottom panel. Moreover, salience is the degree to which an element stands out in an image, guiding the viewer's attention and creating a hierarchy of visual elements, this includes characters, props, and color schemes. Additionally, there is Framing in visual communication consisting of comparison and emphasis, involves the use of edges, lines, and shapes to create a frame around a particular part of the image, drawing attention to it. Different types of framing include internal, external, and self-framing. Effective use of framing can enhance the clarity and impact of the visual message by directing the viewer's attention to specific areas of the image to help deconstruct the meaning behind these multimodal signs (Kress & Van Leeuwen, 2006).

Snell-Hornby (1995) recognized the importance of investigating audiomedial texts, saying that almost no research on multimodal aspects of translation was conducted until the 1980s; in the same context, Snell-Hornby proposed a classification of texts that depend on non-verbal elements (into 'multimedial', 'multimodal', 'multisemiotic' and 'audiomedial'), and reviewed studies dealing with translation challenges that are closely related to specific genres of such texts, (Dicerto et al., 2014).

Relationship between verbal and visual language in creating meaning (Semiotic Landscape), the role of narrative in shaping social action (Narrative Representations), the representation of abstract concepts in images (Conceptual

Representations), the position of the viewer in im ages (Representation and Interaction), the depiction of reality (Modality), visual composition (The Meaning of Composition), and the relationship between materials and meaning (Materiality and Meaning). By understanding these concepts, readers can more deeply understand how images work semiotically and carry meaning in social and cultural contexts, (Kress & Van Leeuwen, 2006).

2.1.2   Sustainable and Development Goals (SDGs)

The Sustainable Development Goals (SDGs) are set of global goals that aim to end poverty, hunger, health, education, gender equality, clean water, sanitation, energy, inclusive economic growth, sustainable infrastructure development, reduce inequality, manage urbanization, and ensure sustainable consumption and production patterns. Achieving the SDGs requires collaboration across multiple sectors, including governments, international organizations, civil society, business, academia, and local communities. Digitalization has the potential to help achieve the Sustainable Development Goals, but more research is required to address the associated ethical, social, and environmental issues and policy concerns, (Del Río Castro et al., 2021). Furthermore, the 2030 Agenda for Sustainable Development emphasizes the importance of multi-stakeholder partnerships and collective action for a sustainable future.

Agenda 2030 is a collective action for a sustainable future. Therefore, it needs to be disseminated to the public in various ways. One of them is through creative messages or language. Language affects visual perception, resulting in more categorical perception in both higher-level and lower-level processes,

(Lupyan et al., 2020). Linguistic studies, particularly semiotic, are integral to advancing the Sustainable Development Goals (SDGs) by enhancing the precision and effectiveness of communication concerning key concepts. Semiotic, which focuses on the study of meaning in language, facilitates the accurate interpretation of messages in texts, pictures, or media related to the SDGs, ensuring that intended meanings are comprehended across diverse linguistic and cultural contexts. Examining the semiotic structures within discourse on sustainable development can elucidate how language and colors influence perceptions and actions towards achieving the SDGs. This analytical approach can bolster advocacy, policymaking, and educational initiatives by aligning communicative efforts with the values and beliefs of various communities, thereby fostering global cooperation and commitment towards a sustainable future.

This research is vital as it explores how internet memes, which are widely shared and influential, can shape our views and actions on important global issues like climate change. The study shows how these digital images and texts can support or challenge efforts to protect our planet. Using Van Leeuwen's (2007) legitimacy theory as an analytical tool, this study offers a systematic way to understand how memes can justify or reject certain actions related to climate change. This theory helps identify the various ways in which memes construct legitimacy through authority, moral evaluation, rationalization, and mythopoeia, all of which contribute to shaping public opinion and collective action. Using a detailed method that looks at the different ways memes communicate messages, the research helps us understand the power of these small but impactful pieces of

media. This knowledge is valuable not only for academics but also for activists and policymakers who are trying to communicate more effectively about sustainability. The study's focus on Indonesia, where social media is a major part of everyday life, provides important insights that can help create more targeted and effective campaigns in similar contexts. Not only that, rational appeals in social media content encourage both active and passive engagement, while emotional appeals tend to encourage passive behavior among users, (Dolan et al., 2019).

The global Sustainable Development Goals (SDGs) provide an evidence-based framework for national, regional, and global sustainable development planning and programs through 2030. The SDGs consist of 17 goals, 169 targets, and 232 indicators, One of the key features of the SDGs is their integrated and indivisible nature, highlighting the linkages between different goals and targets, (Allen et al., 2018). For example, overcoming poverty (SDG 1) is closely linked to promoting good health and well-being (SDG 3), ensuring quality education (SDG 4), achieving gender equality (SDG 5), and fostering decent work and economic growth (SDG 8). Similarly, efforts to combat climate change (SDG 13) cannot be separated from promoting sustainable cities and communities (SDG 11), responsible consumption and production (SDG 12), and life underwater and on land (SDGs 14 and 15). By recognizing these synergies and promoting an integrated approach to development, the SDGs seek to maximize impact and minimize trade-offs across multiple sectors and goals.

2.1.3 Image Macro, Meme, and Internet Meme in the context of SDGs

Humans can communicate through language. Writing, reading, and using signs or symbols are examples of nonverbal and spoken forms of communication. Language is how humans communicate, and it takes a process that changes with age. Considering that there are more than a thousand languages spoken around the globe, language is a highly broad and complex way of communication. According to Rezeki and Sagala (2019), language is generally regarded as the most crucial communication tool for information transmission. Remarkably, the qualities of language meaning are connected to both word choice and communication style (Rezeki & Sagala, 2020). This relates to how a meme can express ideas that aren't just spoken with words or other language, but also by offering images and colors so that it can form a language that has meaning.

An image macro is a type of meme consisting of a picture or photograph overlaid with text, often to convey a humorous or satirical message. This format has become one of the most recognizable forms of internet memes, particularly due to its simplicity and effectiveness in delivering quick, impactful messages. According to (Shifman, 2014), "image macros are perhaps the most popular and emblematic genre of memes," characterized by their "combination of an image and a catchphrase or short text". Typically, the image chosen for a macro is widely recognizable or easily relatable, which enhances the meme's ability to communicate its message to a broad audience.

The concept of "meme" as part of image macro has evolved over time, especially before the internet era. The term "meme" was coined by Richard

Dawkins (1976) cited in (Tittenbrun, 2018) in his book "The Selfish Gene." Dawkins defined a meme as a unit of cultural information spread by imitation, much lke genes spread through reproduction. In the context of image macros, a meme refers to a humorous image, video, piece of text, etc., that is copied (often with slight variations) and spread rapidly by internet users. Before the internet, memes were commonly found in various forms of print media, such as newspapers, magazines, and comic strips. One of the earliest forms of memes in print media is the political cartoon, which uses humor and satire to comment on current events and social issues. Political cartoons date back to the 18th century and were often circulated widely in newspapers and pamphlets. In the 20th century, comic strips like "Peanuts" by Charles Schulz and "Garfield" by Jim Davis became iconic and generated numerous memes in the form of quotes, characters, and situations that were widely recognized and replicated by fans. Overall, memes as part of image macros have a long history predating the internet, with various forms of print media serving as the primary medium for their dissemination.

The concept of Internet memes has become increasingly pervasive in contemporary digital culture, shaping online discourse and communication in a variety of contexts, including discourse around the Sustainable Development Goals (SDGs). Internet memes, usually in the form of images, videos or text, are widely shared across social media platforms and digital communities, often conveying humorous, satirical or poignant messages that resonate with audiences. Humorous satirical memes are effective in influencing online actions and

campaigns because they resonate easily with people, face minimal regulation, and are amplified by social media algorithms, (Haidau, 2023). In the context of the SDGs, internet memes serve as a unique and accessible medium to raise awareness, spark conversations, and mobilize action around sustainable development issues. By harnessing humor, creativity, and visual storytelling, internet memes have the potential to engage diverse audiences, transcend linguistic and cultural barriers, and amplify key messages related to the SDGs.

One way internet memes contribute to the discourse on the SDGs is by simplifying complex issues and making them more acceptable and accessible to the general public. Through the use of humor, irony or pop culture references, memes can distill complex development concepts into digestible and memorable formats, sparking curiosity and encouraging further exploration of underlying issues. For example, memes can use recognizable symbols or characters to illustrate the interconnectedness of different SDGs or to highlight the absurdity of certain social or environmental challenges. By presenting information in a visual and entertaining way, memes have the potential to capture the attention of audiences who may be disengaged or overwhelmed by traditional forms of communication. (Onanuga, 2020) also believes that Humor on social media crosses cultural boundaries, conveying profound messages intended to raise awareness and drive social change.

Through satire, parody, or criticism, memes can highlight hypocrisy, injustice, or lack of progress in addressing pressing social and environmental issues. For example, memes can draw attention to examples of society's response

to climate change, the discipline of protecting nature or the poverty gap, making certain individuals aware of the cornerstones of the SDGs. By providing a platform for dissent and social commentary, memes can empower citizens to demand transparency, accountability and meaningful change from those in positions of power and influence. In this way, memes serve as a form of digital activism, utilizing humor and irony to challenge the status quo and promote a more just and sustainable world. As stated by (Johann et al., 2023), Memes about the climate crisis on social media increase user engagement with the issue and strengthen their online networks, as well as fostering political participation and strategic potential for protest movements.

2.1.4 Legitimization Strategies

Legitimization in discourse refers to the process by which social actors, politicians, including public, justify or accredit a type of social behavior, action, or ideological position. This process involves the use of language to present arguments that explain and validate the actions, ideas, thoughts, declarations, or policies in question. Legitimization is a crucial instrument of control and symbolic power, allowing speakers to shape public opinion and garner support for their agendas. It encompasses various linguistic and discursive strategies aimed at convincing the audience of the righteousness or necessity of a particular course of action, often by appealing to emotions, rationality, expertise, altruism, and other cognitive structures that have been naturalized through time in society. The act of legitimization is inherently linked to the pursuit of power, social acceptance, and community relationships, as it seeks to obtain or maintain authority, influence

public discourse, and justify actions or inactions on specific issues. This complex and multifaceted process is deeply embedded in the fabric of social and cultural contexts, influencing how we perceive and respond to different behaviors and ideologies in our daily lives and in formal settings such as political discourse (Reyes, 2011).

Kress and Van Leeuwen (2007) identify four fundamental legitimation tactics that are widely employed in communication to establish credibility, authority, and trust. This strategy plays a crucial role in shaping decision-making processes and influencing the perceptions that serve as key instruments in this study. Below is a detailed explanation of the legitimacy research instruments which include authorization, rationalization, moral evaluation, and mythopoeia.

First, authorization involves referencing authoritative sources or experts to lend weight to a message. For example, a government advertisement advocating for climate change action might quote a well-known scientist to enhance its credibility. By drawing on established expertise, the message gains legitimacy and authority.

Second, moral evaluation which leverages moral principles or values to justify a position. Charitable campaigns often utilize emotionally charged images, such as those depicting suffering children, to evoke compassion and encourage donations. This approach seeks to align the campaign's objectives with moral imperatives, thereby garnering support.

Third, Rationalization provides logical arguments or evidence to support a claim. A business might highlight its eco-friendly practices and explain how these

practices reduce waste and carbon emissions. By offering reasoned arguments, this tactic aims to persuade others of the validity of the business's environmental claims.

Fourth, Mythopoesis involves creating stories or myths that emphasize tradition, heritage, or cultural values. Political campaigns, for example, might use narratives about national heroes to foster a sense of pride and unity among voters. This tactic builds emotional connections and reinforces cultural identity through evocative storytelling.

These legitimation tactics are frequently used in combination to craft persuasive messages that effectively influence attitudes and behaviors. By employing these strategies, communicators can enhance the impact and effectiveness of their messages, shaping public perceptions and decision-making processes (Ross & Rivers, 2017).

2.2 Previous Relevant Studies

Previous studies relate to the discussion of climate change memes. "Changing the World One Meme at a Time: Effects of Climate Change Memes on Civic Engagement Intentions" (Zhang & Pinto, 2021). The study by Zhang and Pinto focuses on how citizens' propensity to participate in civic engagement or activities can be affected by memes related to climate change. They examined how people's ideas, attitudes, and intentions to actively participate in climate change issues can be influenced by the content of these memes. Meanwhile, using legitimacy and semiotic theories, my research focuses on examining the semiotic use of multimodal online memes about the Sustainable Development Goals

(SDGs), specifically focusing on the SDGs in Indonesia. Both studies, although having a different focus, are relevant as they recognize the significant impact internet memes have on people's attitudes and behaviors with respect to international issues of sustainable development. Thus, as I investigated, Zhang & Pinto's research can offer an important context for a deeper understanding of the ways in which online memes influence opinion formation and engagement intentions in the context of sustainable development challenges.

The research "Multimodal and Explainable Internet Meme Classification" (Thakur et al., 2022), is related to research on multimodal analysis of semiotic in SDGs internet memes, in the current context where online platforms have been effectively used in various geopolitical events and social issues, making moderation fair content at scale is becoming increasingly difficult. Previous work on meme classification and tracking has focused on black box methods that do not explicitly consider the semiotic of memes or the context in which they were created. This previous research pursued a modular and explainable architecture for the understanding of internet memes. It designs and implements a multimodal classification method that performs example- and prototype-based reasoning over training cases, while leveraging text and visual SOTA models to represent individual cases.

The relevance of this research is to the research "A Virtual Visual Artifact of Internet Meme" (Bastari et al., 2021). Located in the analytical approach and focus of both studies. This research focuses more on aspects of legitimacy in the context of certain goals, such as Sustainable Development Goals (SDGs), using

semiotic perspectives in multimodal analysis. Meanwhile, the research "A Virtual Visual Artifact of Internet Meme" focuses more on the visual artifact itself, prioritizing aesthetic aspects, visual composition and visual interaction in internet memes. Nonetheless, both studies have significant added value in understanding how internet memes influence internet users' opinions and behavior.

"In the context of the research "Decoding Multimodal Legitimizing: Examining Internet Memes in the Context of Sustainable Development's Agenda," this is related to the research "You Can't Run Your SUV on Cute. Let's Go!": Internet Memes as Delegitimizing Discourse" (Davis et al., 2016), is especially relevant. Research on the legitimacy of internet memes shows that memes have the potential to pose a powerful challenge to corporate legitimacy. This is reinforced by the finding that social media, memes, online cultural games, and ease of sharing have created instant opinions on company actions and policies. This study of Shell's delegitimization through memes illustrates how Greenpeace successfully mobilized public support through Let's Go! Arctic Campaign. These campaigns typically empower citizens by giving them the tools to create and spread anti-Shell messages. Through the meme generator, users can suppress themselves in a way that allows their memes to temporarily successfully masquerade as actual Shell advertising, in a way that assumes Shell's legitimacy for the benefit of Greenpeace and its supporters. Thus, research on the legitimacy of internet memes and the delegitimization of Shell through memes shows how the internet and social media have the potential to significantly i'fluence a person's legitimacy, even in broader contexts such as environmental issues.

Research on the legitimacy of internet memes through multimodal, semiotic analysis is related to the research "Where is the humor in verbal irony?" article (Gibbs et al., 2014), investigating humor in verbal irony. Both explo re complex aspects of language understanding and use that are not always captured by traditional linguistic theory. Research on the legitimacy of internet memes examines how meaning and messages are conveyed through memes using a variety of modes, including text, images, and other visual elements. Meanwhile, research on humor in verbal irony highlights how humor arises from the difference between what the speaker says and what is meant or implied. Both studies emphasize the complexity of understanding and reading messages that are not always expressed through traditional perspectives, both in the context of internet memes and in everyday language use.

2.3 Conceptual Framework

A thorough analysis forms part of the theoretical foundation of "Decoding Multimodal Legitimizing: Examining Internet Memes in the Context of the Sustainable Development Agenda". The purpose of this study is to better understand how online memes affect attitudes and conversations about sustainable development. It does this by examining how the public approves of the visuals and expressions used in memes to convey messages. The conceptual framework that directs this investigation is as follows:

```
┌─────────────────────────────────────┐
│  Decoding Multimodal Legitimizing:   │
│  Examining Internet Memes in the     │
│  Context of the Sustainable          │
│  Development's Agenda                 │
└─────────────────────────────────────┘
```

```
┌──────────────────────┐   ┌──────────────────────┐   ┌──────────────────────┐
│ Semiotic Analysis    │   │ Legitimacy Strategy  │   │ Internet Memes in    │
│ (Kress & Van         │   │ (Van Leeuwen, 2007)  │   │ the Context of SDG   │
│  Leeuwen, 2006);     │   └──────────────────────┘   └──────────────────────┘
│                      │
│ 1. Value of          │   ┌──────────────────────┐
│    Information       │   │ Qualitative          │
│ 2. Salience          │   │ Descriptive Method   │
│ 3. Framing           │   │ (Creswell, 2018)     │
└──────────────────────┘   └──────────────────────┘
```

Result:

The result study of internet memes related to Indonesia's SDG (climate change) demonstrates that these memes use multimodal elements such as images, text, and audio-visual cues to effectively communicate complex messages about sustainability. By employing salience, framing, and symbolic representations, memes simplify and convey critical issues, making them accessible and memorable to a broad audience. Humor and irony amplify their persuasive impact, often employing legitimacy strategies like authorization, moral evaluation, rationalization, and mythopoesis to advocate for climate action and strengthen this analysis legitimacy in understanding messages are delivered and received in various media, including internet memes. However, this also poses risks, as memes can both educate and mislead. Therefore, a semiotic analysis reveals that these memes use visual and textual elements to influence the audience's understanding and policy decisions on climate change, highlighting the need for careful interpretation of these multimodal signs. Through this analysis, the study provides valuable insights into how internet memes can be leveraged to support and advance sustainable development goals, particularly in the context of climate change.

Figure 2. 1 Conceptual Framework

The research titled "Decoding Multimodal Legitimizing: Examining Internet Memes in the Context of the Sustainable Development Agenda" employs Van Leeuwen's (2007) Legitimacy Strategy comprising authorization, rationalization, moral evaluation, and mythopoeia as a theoretical framework to critically assess messages are conveyed and interpreted across various media, with a particular focus on internet memes. Drawing on the semiotic principles outlined by Kress and Van Leeuwen (2006), this study explores multimodal elements such as the value of information, salience, and framing are utilized to effectively communicate complex messages related to sustainability. Through a descriptive qualitative approach (Creswell, 2018), the analysis demonstrates that memes concerning Indonesia's SDG on climate change leverage multimodal features images, text, and audiovisual cues to simplify and communicate critical sustainability issues, making them accessible to a wider audience. The incorporation of humor and irony enhances their persuasive power, often deploying legitimacy strategies to advocate for climate action. However, these memes also pose the risk of misinforming audiences, necessitating a careful interpretation of their semiotic content. This analysis underscores visual and textual elements shape audience perceptions and influence policy decisions on climate change, offering valuable insights into the potential of internet memes to advance sustainable development goals within the context of environmental discourse.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This research employs a qualitative method with content analysis design. Qualitative research at its aim is to offer a thorough and in-depth description of a phenomenon without requiring interpretation or a thorough theoretical analysis. In qualitative research, the researcher often engages in reflexive practices, where they reflect on their own role and biases in the research process. This self-awareness is crucial for ensuring the validity and reliability of the findings, (Creswell, 2018). Meanwhile, The study uses (Hubberman Miles, 1984) data collection technique to analyze internet memes related to Sustainable Development Goals (SDGs). It involves identifying and selecting memes with relevant messages, reduction the data by identifying multimodal elements, and display them in an easy-to-read format. The data is then analyzed to draw conclusions based on patterns or themes identified in the memes, and how they reflect people's understanding of the SDGs. This method helps in obtaining, reducing, presenting, and drawing conclusions from internet meme data. In order to fully describe how internet memes about sustainable development are used to support or refute the legitimacy of sustainable development, researcher studying these memes use the legitimacy strategy instrument proposed (Van Leeuwen, 2007). By using this approach, research can provide a comprehensive understanding of how visual signals of memes are used to understand attitudes and beliefs related to environmental issues.

3.2 Location and Time of Research

3.2.1 Place of Research

During this research, it was carried out in the library of the Universitas Muhammadiyah Sumatera Utara, because the library is a source of research data, making it easier to collect research data.

3.2.2 Time of Research

This research was carried out in several stages with the following estimated times:

Table 3. 1
Time of Research

No.	Activity	Month											
		1	2	3	4	5	6	7	8	9	10	11	12
1.	Preparation of the research title	■											
2.	FGD Research	■											
3.	Exploration of literature from journals	■	■										
4.	Literature collection		■	■									
5.	FGD development of semiotics and multimodal grand theory			■									
6.	FGD development of legitimacy theory framework and legitimacy analysis strategy			■									
7.	Writing proposal output			■	■								
8.	Proposal seminar				■								
9.	Analysis discussion				■	■	■						
10.	Green table triel							■					

3.3 Subject and Object of Research

    3.3.1   Subject of Research

        Internet memes related to the Sustainable Development Goals (SDGs), with a focus on SDG 13 (climate change) in Indonesia.

    3.3.2   Object of Research

        Analyzing visual and textual Internet Memes related to SDGs in Indonesia to understand how these memes reflect public ideas and attitudes towards sustainable development.

3.4 Data Source

    This study analyzes memes on the internet that come from various social media platforms and websites. Social media includes IG, and FB. Websites and blogs contain posts about SDGs. Legitimacy Strategy (Van Leeuwen, 2007) is used as the main tool to analyze internet memes, four-stage collecting data (Hubberman Miles, 1984) is used to filter the overall data. The total amount of data to be achieved in this study is 10 images (internet memes).

3.5 Research Instruments

    The researcher examined online memes in a table analysis, which combines parts of Van Leeuwen's (2007) analytical framework for examining legitimacy discourse. This framework includes components such as authorization, moral evaluation, rationalization, and mythopoeia. Presented here is van Leeuwen's (2007) analytical framework, (Ross & Rivers, 2017).

Table 3. 2
The Legitimation Strategy (Van Leeuwen, 2007)

Legitimization Strategy	How legitimacy is established
Authorization	Legitimization by reference to the authority of tradition, custom and law, and of persons in whom institutional authority of some kind is vested
Moral Evaluation	Legitimization by reference to value systems and includes the techniques of: 1. Abstraction (using discourse linking practices in abstract ways to moral values such as 'the child goes to school for the first time' as opposed to 'the child takes up independence') 2. Analogies – comparisons "almost always have a legitimation or de- legitimation function" (Van Leeuwen, 2007).
Rationalization	Legitimization by reference to the goals and uses of institutionalized social action, and to the knowledge society has constructed to endow them with cognitive ability. These include: 1. Instrumental rationalization – "Purpose constructions must contain an element of moralization" (Van Leeuwen) 2. Theoretical rationalization – "legitimation is grounded in whether it [the action] is founded on some kind of truth, on 'the way things are'" (Van Leeuwen)
Mythopoesis	Legitimization is conveyed through narratives whose outcomes reward legitimate actions and punish non-legitimate ones, and include moral tales and *cautionary tales* in the form of "alternative future projections" (Vaara, 2014)

Table Analysis: Key questions to examine Internet memes' overall representation of the SDGs, using Van Leeuwen's (2007) analytical framework for legitimacy discourse analysis:

Table 3. 3
Prompt Question Analysis (Van Leeuwen, 2007)

Legitimization Strategy	Prompt questions for analysis
Authorization	1. How is authority represented in the meme? 2. How is the authority portrayed in the meme utilized as a form of delegitimization?
Moral Evaluation	1. What moral values are invoked by the meme? 2. What moral evaluative techniques are used to delegitimize?
Rationalization	1. Does the content of the meme represent some kind of (un)truth? Is it representative of the way things are *not*? 2. Does the meme utilize specific (ir)29it abos29n29tion techniques to delegitimize individuals?
Mythopoesis	1. Does the meme offer any alternative future projections? 2. Does the meme reflect a moral or cautionary narrative? 3. Is the strategy of mythopoesis adopted by the meme?

3.6 Techniques of Data Analysis

This research uses qualitative techniques as stated in the book "Research Design Qualitative, Quantitative, and Mixed Methods Approaches" (Creswell, 2018), explains that qualitative research requires careful selection of places or participants to understand an issue or research topic. This strategy does not use random sampling or selecting large numbers of individuals and locations. Key factors to examine include the environment, actors, events, and research procedures. Recruitment strategies are crucial, involving techniques to encourage people and encourage active engagement. The sample size is determined by qualitative research methodologies, such as ethnography or case studies. Saturation is a fundamental idea in research theory, suggesting that data collection

should be stopped once the topic or theme has been fully explored. Data categories were obtained from qualitative observations, interviews, documentation, and other film and digital sources.

This study used qualitative observations and audiovisual digital materials. Qualitative observers document the behavior and activities of individuals at the study site through field notes, while digital data consist of photographs, figure, and social media content, (Creswell, 2018).

Table 3. 4
List of Sources of Qualitative Data Collection. Adated from (Creswell, 2018).

Observation
1. Observe as a participant or observer
2. Observe the shift in position from participant to observer (and vice versa)
Audiovisual and Digital Materials
1. Have participants take a photo or record a video (i.e., photo-elicitation)
2. Using video or movies in social or individual situations
3. Check a photo or video
4. Check websites, tweets, Facebook messages
5. Collect sounds (e.g., music sounds, child laughter, car horns honking)
6. Collect mobile or computer-based messages
7. Check possession or ritual objects

3.7. Techniques of Data Collections

Below is a figure of data collection techniques by (Hubberman Miles, 1984) which consists of data collection, data reduction, data display, and coclusion drawing.
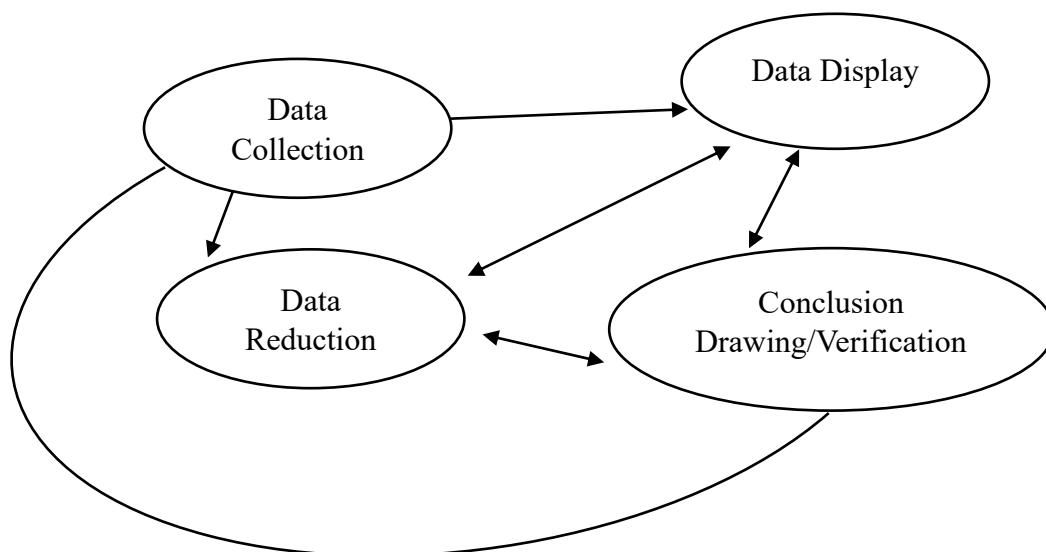
Figure 3. 1
Techniques of data collection (Huberman Miles, 1984)

For the study "Decoding multimodal legitimizing: examining internet memes in the context of sustainable development's agenda", the data collection technique (Hubberman Miles, 1984) can be explained as follows:

1. Data Collection: Identification and selection of 20 internet memes containing the context of SDGs (Sustainable Development Goals). Data collection was done through online searches, using keywords related to SDGs, such as "climate change", "sustainability", "environmental protection", etc. The selected meme must contain a message or narrative related to one of the SDGs.

2. Data Reduction: Data reduction is done by analyzing each meme separately. Identify multimodal elements within each meme, such as text, images, colors, layouts, etc. Data reduction also includes identifying common patterns or themes that appear in the 10 selected memes.

3. Data Display: Data presentation is done by arranging selected memes in a format that is easy to read and understand. Each meme is accompanied by a brief analysis of how its multimodal elements contain SDG-related messages.

4. Conclusion Drawing: Concluding is carried out by analyzing the data that has been presented. Conclusions are drawn based on the patterns or themes identified in the memes. The conclusion also includes interpretations of how the memes can describe or reflect people's understanding of the SDGs.

Thus, the data collection technique (Miles Huberman, 1984) for this study helps in obtaining, reducing, presenting, and drawing conclusions from internet meme data containing SDG content.

CHAPTER IV

FINDINGS AND DISCUSSIONS

4.1 Findings

This study found that online memes can effectively communicate information about the Sustainable Development Goals (SDGs), including SDG, which focuses on climate change. Using Van Leeuwen's (2007) legitimation technique, it was determined that the memes effectively and convincingly legitimized the topic of climate change through creative means. Utilizing memes that combine position of information value, salience, and framing as part of the legitimation strategy effectively amplified the SDGs message, increasing public understanding of the urgency and consequences of climate change. Therefore, the use of online memes as a means of communication within the framework of the Sustainable Development Goals (SDGs) can be considered a pioneering effort to raise public awareness and engagement in addressing pressing global issues. These findings provide significant additions to our understanding of the role of social media and memes in promoting sustainable development goals, particularly in the context of climate change.

4.1.1 Internet Meme *"Beda Dikit, Tapi Ngaruh Banyak"*

Figure 4. 1
Example of Internet Meme Legitimation *"Beda Dikit, Tapi Ngaruh Banyak"*

4.1.1.1 Social Semiotic Analysis

Social semiotics is the study of how social meaning is created and understood through signs and symbols in different contexts. In this study, semiotic analysis was conducted using the compositional metafunction. According to (Kress & Van Leeuwen, 2006), the composition relates the interpersonal and representational meanings of the image to each other through three systems that complete each other. The three systems are; Information Value, Salience, and Framing. The following are analyzed in this meme:

A. Positions of Information Value

Meme in figure (1) title *"Beda Dikit, Tapi Ngaruh Banyak"* highlights the importance of making small changes in behavior to have a big impact. The phrase emphasizes the contrast and impact of small changes. In the top panel, *"Selalu*

beli tas ramah lingkungan setiap belanja," the character wears sunglasses to denote humor. The text suggests buying eco-friendly bags every time, but the bright yellow background suggests reconsideration. The phrase *"setiap"* (every) highlights inefficiency and potential wastefulness. In the bottom panel, *"Selalu pakai tas ramah lingkungan yang sama tiap berbelanja,"* the character maintains a confident, happy expression, wearing sunglasses for continuity. The text advocates for a sustainable practice of reusing bags, emphasizing efficiency and environmental consciousness. The phrase *"sama"* (same) key emphasizes reusing a single bag rather than buying new ones each time. Overall, the meme emphasizes the importance of making small changes in behavior to have a significant impact.

B. Salience

1. Character: The recurring character serves as a consistent visual anchor. The change in expression from neutral/thoughtful to happy/confident indicates the shift from a less effective to a more effective behavior.

2. Props: The number of bags (multiple in the top panel vs. single in the bottom panel) visually represents the difference in the actions described. The green color signifies eco-friendliness (Ranaweera & Wasala, 2020)

3. Color Scheme: The bright yellow background serves to attract attention and emphasize the actions being compared (Lewandowska & Olejnik-Krugly, 2022). The visual disparity between the numerous pockets in the top panel and the single pocket in the bottom panel illustrates contrasting actions or states of being. The green color signifies environmental

friendliness, while the bright yellow background captures attention, emphasizing the differences in the depicted scenarios. This use of color and layout aligns with semiotic theories that explore how visual elements can communicate complex narratives, (Victorya et al., 2023).

C. Framing

   1. Comparison: The texts in each panel directly compare two similar but distinct actions, highlighting the impact of each.

   2. Emphasis: The structure of the phrases draws attention to the small but significant difference in behavior.

4.1.1.2 Legitimation Strategy (Van Leeuwen, 2007)

According to Van Leeuwen (2007), legitimation strategies include authorization, rationalization, moral evaluation, and mythopoesis. This meme uses several of these strategies:

A. Authorization: The image uses implicit social approval by showing a confident and happy character in the bottom panel, suggesting that reusing bags is the socially endorsed action.

B. Rationalization: The rationalization is based on the logical argument that reusing the same eco-friendly bag reduces waste more effectively than continually buying new ones, aligning with environmental sustainability principles.

C. Moral Evaluation: The moral evaluation is embedded in the positive portrayal of reusing the same bag. The character's confident and happy

demeanor in the bottom panel implies that this behavior is morally superior and responsible.

D. Mythopoesis: The image narrates a simple story of two shopping behaviors, where one leads to a less desirable outcome (repeated buying) and the other to a more desirable one (reusing). The moral is clear: small, thoughtful actions can lead to significant positive impacts.

In summary, the image effectively uses salience and framing to compare two similar actions, emphasizing the greater positive impact of reusing eco-friendly bags over repeatedly buying new ones. The legitimation strategies of authorization, rationalization, moral evaluation, and mythopoesis are used to reinforce the preferred behavior.

4.1.2 Internet Meme *"Sedang Menikmati Seafood"*

Figure 4. 2
Example of Internet Meme Legitimation *"Sedang Menikmati Seafood"*

4.1.2.1 Social Semiotic Analysis

Social semiotics is the study of how social meaning is created and understood through signs and symbols in different contexts. In this study, semiotic analysis was conducted using the compositional metafunction. According to (Kress & Van Leeuwen, 2006), the composition relates the interpersonal and representational meanings of the image to each other through three systems that complete each other. The three systems are; Information Value, Salience, and Framing. The following are analyzed in this meme:

A. Positions of Information Value

Meme in figure (2) title *"Pov lu:"* (Your point of view😊 is in simple, lowercase text at the top, creating a casual and relatable tone that introduces the viewer's perspective and sets up a contrast between two scenarios. In the left panel, *"sedang menikmati seafood"* (enjoying seafood), the character displays a happy, content expression while enjoying the meal, with a plain background to maintain focus on the character's face. This text highlights a positive moment of initial pleasure. In the right panel, *"Tapi sadar seafood yang dimakan udah mengandung mikroplastik"* (But realizing the seafood being eaten contains microplastics), the character's expression changes to distressed and disgusted, indicating a sudden negative realization. The plain background remains to ensure the facial expression stands out. This text describezs the shift in mood from enjoyment to concern and discomfort upon realizing the presence of microplastics in the seafood.

B. Salience

    1. Character: The same character is used in both panels, providing continuity. The stark contrast in facial expressions between the panels underscores the shift in emotion from positive to negative.

    2. Props: There are no additional props, keeping the focus on the character's facial expressions.

    3. Color Scheme: The plain white background emphasizes the character's expressions without distraction, keeping the viewer's attention on the message. A plain white background serves to emphasize the characters' expressions, minimizing distractions and focusing the viewer's attention on the emotional message conveyed. This technique is consistent with semiotic analysis, which posits that simplicity in design can enhance the clarity of communication (Asserraji et al., 2022),

C. Framing

    1. Comparison: The texts in each panel compare two distinct emotional states—enjoyment and disgust—related to the same activity (eating seafood).

    2. Emphasis: The stark contrast between the short, happy statement and the longer, more detailed realization emphasizes the dramatic shift in perception and awareness.

4.1.2.2 Legitimation Strategy (Van Leeuwen, 2007)

According to Van Leeuwen (2007), legitimation strategies include authorization, rationalization, moral evaluation, and mythopoesis. This meme uses several of these strategies:

A. Authorization: The meme leverages social norms and general knowledge about microplastics to create a shared understanding. The character's distressed reaction is a visual cue that aligns with the viewer's potential response.

B. Rationalization: The rationalization is based on the logical argument that the presence of microplastics in seafood is a concerning and unpleasant realization, making the initial enjoyment seem misguided or I.

C. Moral Evaluation: The moral evaluation is embedded in the negative reaction to the realization of consuming microplastics. It suggests a moral responsibility to be aware of and concerned about the quality and safety of the food we consume.

D. Mythopoesis: The meme tells a brief story of immediate enjoyment followed by a sudden negative realization, serving as a cautionary tale. The moral is clear: be mindful of what you consume, as hidden dangers (like microplastics) can undermine seemingly positive experiences.

In summary, the meme uses salience and framing to depict a stark contrast between the enjoyment of eating seafood and the distressing realization of microplastic contamination. The legitimation strategies of authorization, rationalization, moral evaluation, and mythopoesis reinforce the message,

encouraging viewers to be more aware of the potential hidden dangers in their food.

4.1.3   Internet Meme *"Mencari Kesadaran Orang-Orang"*

Figure 4. 3
Example of Internet Meme Legitimation *"Mencari Kesadaran Orang-Orang"*

4.1.3.1 Social Semiotic Analysis

Social semiotics is the study of how social meaning is created and understood through signs and symbols in different contexts. In this study, semiotic analysis was conducted using the compositional metafunction. According to (Kress & Van Leeuwen, 2006), the composition relates the interpersonal and representational meanings of the image to each other through three systems that complete each other. The three systems are; Information Value, Salience, and Framing. The following are analyzed in this meme:

A. Positions of Information Value

The meme in figure (3) does not have a specific title but focuses on the theme of seeking awareness about pollution and its environmental impacts. A child is depicted looking through binoculars, symbolizing the search for

something important or hidden. The text *"Sedang Mencari Kesadaran Orang-Orang Yang Masih Meningkatkan Polusi"* ("Searching for the awareness of people who are still increasing pollution") emphasizes the need for greater environmental consciousness. SDG 13 (Sustainable Development Goal 13 – Climate Action) is indicated by the logo in the top-left corner.

B. Salience

1. Character: The image features a child looking through binoculars, suggesting curiosity and the act of searching or observing.

2. Props: The binoculars symbolize a focused search or scrutiny.

3. Color Scheme: Natural and neutral colors dominate, emphasizing the realistic and urgent nature of the issue being addressed. The SDG 13 logo adds a distinct color element to signify the connection to climate action. The dominance of natural hues underscores the urgency of the climate issue being addressed. The SDG 13 logo introduces a distinct color element that signifies a connection to climate action, demonstrating how color can serve as a signifier of broader social movements within semiotic frameworks, (Astri et al., 2018).

C.Framing

1. Comparison: The text draws a comparison between the act of searching (as depicted by the child with binoculars) and the search for environmental awareness among people contributing to pollution.

2. Emphasis: The emphasis is on the need for increased awareness and action to reduce pollution, indicated by the critical tone of the text.

4.1.3.2 Legitimation Strategy (Van Leeuwen, 2007)

According to Van Leeuwen (2007), legitimation strategies include authorization, rationalization, moral evaluation, and mythopoesis. This meme uses several of these strategies:

A. Authorization: The use of the SDG 13 logo lends authority to the message, implying that the call for awareness and action is backed by a recognized global agenda.

B. Rationalization: The rationalization here is implied through the image and text, suggesting that searching for awareness is a logical step towards combating pollution. The binoculars symbolize a rational approach to seeking out solutions.

C. Moral Evaluation: The text appeals to moral sensibilities by criticizing those who continue to increase pollution, thereby implying that it is morally wrong to remain unaware or inactive in the face of environmental degradation.

D. Mythopoesis: The meme uses a mythopoetic strategy by creating a narrative where the child represents the future generation searching for awareness and solutions, evoking a sense of urgency and responsibility among the audience.

The image meme uses salience and framing to compare the act of searching for awareness with the need for environmental consciousness among polluters. It emphasizes the urgency and importance of addressing pollution. The legitimation strategies of authorization, rationalization, moral evaluation, and

mythopoesis effectively reinforce the message, calling for awareness and action to combat climate change. The child with binoculars serves as a powerful metaphor for the search for solutions, appealing to both rational and emotional aspects of the audience.

4.1.4 Internet Meme *"Relaxing Stelah Reduce, Reuse and Recycle"*
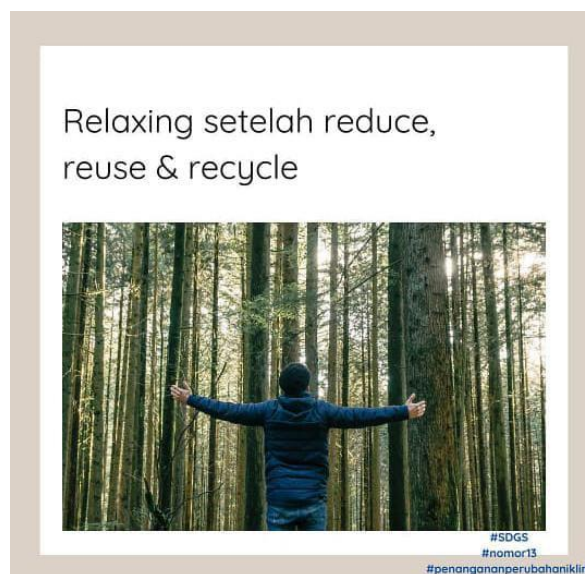
Figure 4. 4
Example of Internet Meme Legitimation *"Relaxing Stelah Reduce,*
Reuse and Recycle"

4.1.4.1 Social Semiotic Analysis

Social semiotics is the study of how social meaning is created and understood through signs and symbols in different contexts. In this study, semiotic analysis was conducted using the compositional metafunction. According to (Kress & Van Leeuwen, 2006), the composition relates the interpersonal and representational meanings of the image to each other through three systems that

complete each other. The three systems are; Information Value, Salience, and Framing. The following are analyzed in this meme:

A. Positions of Information Value

The meme in figure (4) consists of two main elements: a textual element at the top and a visual element at the bottom. The text reads, *"Relaxing setelah reduce, reuse & recycle,"* combining English and Indonesian to mean "Relaxing after reducing, reusing & recycling." This emphasizes the "reduce, reuse, and recycle" mantra, suggesting relaxation follows these practices. Below the text, the image shows a person with arms outstretched standing in a dense forest, embracing the natural surroundings. The serene atmosphere of the tall trees and the individual's casual outdoor attire, including a jacket, suggest they are ready for a nature walk or hike.

B. Salience

1. Character: The character in the image is an anonymous individual, representing anyone who follows the practices of reducing, reusing, and recycling. Their outstretched arms symbolize freedom, peace, and a connection with nature.

2. Props: There are no additional props in the image, emphasizing the natural environment.

3. Color Scheme: The color scheme is dominated by natural hues, including various shades of green and brown from the trees, and the blue of the person's jacket. These colors evoke a sense of calm, tranquility, and harmony with nature. The use of various shades of green and brown, along

with blue, creates a tranquil atmosphere that evokes harmony with nature. This color scheme aligns with semiotic interpretations that associate certain colors with emotional states, suggesting a connection to environmental well-being, (Victorya et al., 2023).

C. Framing

1. Comparison: The text compares the state of relaxation with the actions of reducing, reusing, and recycling. It implies a cause-and-effect relationship, where engaging in environmentally friendly practices leads to personal peace and relaxation.

2. Emphasis: The emphasis is on the positive outcome (relaxation) that follows environmentally responsible actions. The use of a mix of English and Indonesian makes the message accessible to a broader audience.

4.1.4.2 Legitimation Strategy

According to Van Leeuwen (2007), legitimation strategies include authorization, rationalization, moral evaluation, and mythopoesis. This meme uses several of these strategies:

A. Authorization: The meme indirectly refers to the widely accepted authority of environmental science and policy, which promotes the "reduce, reuse, and recycle" mantra as crucial actions for sustainability.

B. Rationalization: The rationale behind the meme is logical; it suggests that taking responsible actions towards the environment (reducing waste, reusing items, and recycling materials) leads to a reward (relaxation and

enjoyment of nature). This logical connection legitimizes the recommended behavior.

C. Moral Evaluation: The meme conveys a moral message that it is good and commendable to engage in practices that protect and preserve the environment. By highlighting the positive outcome (relaxation), it suggests that those who follow these practices are not only doing the right thing but are also rewarded for their efforts.

D. Mythopoesis: The image of a person enjoying the serenity of the forest after engaging in environmentally friendly practices creates a narrative or myth that aligns with broader cultural stories about harmony with nature and the rewards of responsible behavior.

The meme effectively uses salience and framing to convey a message about the benefits of reducing, reusing, and recycling. Through the use of natural imagery and a simple, direct text, it appeals to both rational and moral reasoning, encouraging individuals to adopt environmentally friendly practices. The legitimation strategies of authorization, rationalization, moral evaluation, and mythopoesis, as described by Van Leeuwen, are evident in the way the meme frames these practices as both responsible and rewarding.

4.1.5   Internet Meme "*Ramadhan Vibes*"
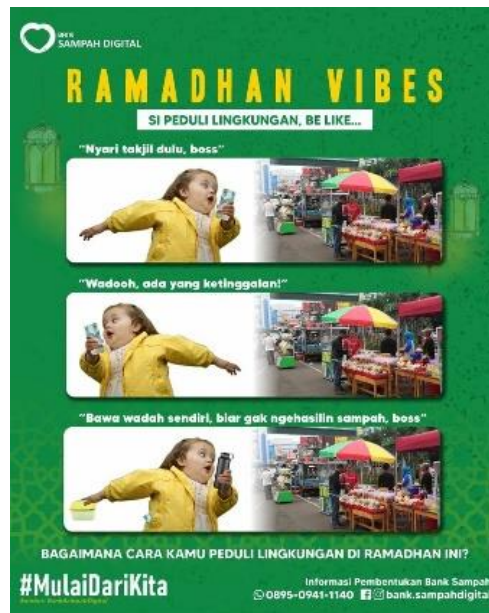
Figure 4. 5
Example of Internet Meme Legitimation *"Ramadhan Vibes"*

4.1.5.1 Social Semiotic Analysis

Social semiotics is the study of how social meaning is created and understood through signs and symbols in different contexts. In this study, semiotic analysis was conducted using the compositional metafunction. According to (Kress & Van Leeuwen, 2006), the composition relates the interpersonal and representational meanings of the image to each other through three systems that complete each other. The three systems are; Information Value, Salience, and Framing. The following are analyzed in this meme:

A. Position of Information Value

The meme in figure (5) titled "Ramadhan Vibes" with the subtext "*Si Peduli Lingkungan, Be Like...*" sets a theme focused on environmental awareness

during Ramadan. The top panel features the text "*Nyari takjil dulu, boss*" with a visual of a child holding a paper cup, capturing the excitement of seeking food for iftar. The middle panel, with the text "*Wadooh, ada yang ketinggalan!*" and the same child indicating something forgotten, highlights the realization of a missing important element. The bottom panel, featuring "*Bawa wadah sendiri, biar gak ngehasilin sampah, boss*" and the child now holding reusable containers, illustrates the solution of using reusable items to reduce waste, with the child's expression conveying satisfaction or a sense of achievement.

B. Salience

1. Character : The child, with expressive and engaging facial expressions, acts as a relatable figure, drawing in the viewer and evoking empathy and a connection to the message.

2. Props: Reusable containers and bottles represent sustainable choices that help reduce waste.

3. Color Scheme: Vibrant colors such as yellow (the child's coat), green (background), and red (market scenes) create a lively and engaging visual. The green background symbolizes environmental consciousness, while the yellow draws attention to the child, the central figure in the narrative. The vibrant colors, particularly yellow, green, and red, create an engaging visual narrative. The green background symbolizes environmental consciousness (Ranaweera & Wasala, 2020), while the yellow coat of the child draws attention, highlighting the importance of youth in environmental discourse (Lewandowska & Olejnik-Krugly, 2022). This reflects semiotic principles

where color choices can enhance thematic elements in visual storytelling, (Kavitha, 2018).

C. Framing

1. Comparison: The meme compares the use of disposable items with reusable ones. The textual journey from seeking food to realizing the importance of carrying your own containers highlights the contrast between two behaviors.

2. Emphasis: The colloquial language ("*boss*") makes the message approachable and relatable. Key phrases are emphasized to capture attention and convey the core message of environmental responsibility.

4.1.5.2 Legitimation Strategy (Van Leeuwen, 2007)

According to Van Leeuwen (2007), legitimation strategies include authorization, rationalization, moral evaluation, and mythopoesis. This meme uses several of these strategies:

A. Authorization: The presence of "*Bank Sampah Digital*" (Digital Waste Bank) logo and contact information lends authority to the message. The institution's endorsement provides legitimacy to the promoted behavior.

B. Rationalization: The meme rationalizes the act of bringing reusable containers by clearly stating its benefit: reducing waste. This practical reasoning appeals to the viewer's sense of logic.

C. Moral Evaluation: By asking "*Bagaimana cara kamu peduli lingkungan di Ramadhan ini?*" (How do you care for the environment this Ramadan?), the meme appeals to the viewer's moral and ethical values, particularly heightened during the holy month of Ramadan.

D. Mythopoesis: The narrative structure of the meme—from seeking food to taking responsible action—creates a story of transformation. This implicit storyline encourages viewers to adopt similar responsible behaviors, embedding the message within a familiar and culturally significant context.

The meme effectively uses social semiotics to convey a message of environmental responsibility during Ramadan. Framing like the child's expressions and props create a relatable and engaging narrative. The salience emphasize the importance of transitioning from disposable to reusable items. Using Van Leeuwen's legitimation strategies, the meme employs authorization, rationalization, moral evaluation, and mythopoesis to legitimize and promote sustainable behavior.

4.1.6   Internet Meme *"Bumi Kepanasan Diselimuti Polusi"*

Figure 4. 6
Example of Internet Meme Legitimation "*Bumi Kepanasan Diselimuti Polusi*"

4.1.6.1 Social Semiotic Analysis

Social semiotics is the study of how social meaning is created and understood through signs and symbols in different contexts. In this study, semiotic analysis was conducted using the compositional metafunction. According to (Kress & Van Leeuwen, 2006), the composition relates the interpersonal and representational meanings of the image to each other through three systems that complete each other. The three systems are; Information Value, Salience, and Framing. The following are analyzed in this meme:

A. Position of Information Value

The meme in figure (6) uses a combination of visual and textual elements to convey a powerful message about the urgency of addressing climate change. The title text, "*Bumi kepanasan diselimuti Polusi, angka 1,5 Derajat Celcius bikin kita super anxious!*" prominently placed at the top, immediately captures attention by highlighting the critical issue of global warming and pollution, emphasizing the emotional stress caused by the crisis. The top portion features a character holding a microphone labeled "*Peduli*," indicating advocacy and concern, with the character's anxious expression reinforcing the seriousness of the issue. The bottom includes the logo of Coaction Indonesia, adding credibility and legitimacy. The red background intensifies the urgency, making the message impactful. Overall, the meme effectively uses these elements to provoke a sense of anxiety and urgency, compelling viewers to acknowledge the problem and consider taking action.

B. Salience

1. Character: The character in the meme appears to be a man who looks anxious or worried. He is wearing a jacket and has his eyes closed, possibly signifying distress or concern.

2. Props: The character is holding a microphone with the word "*Peduli*" (meaning "care" in Indonesian) on it, indicating a sense of advocacy or raising awareness.

3. Color Scheme: The background is a solid red color, which can evoke feelings of urgency, danger, or alarm. Red is often associated with warning signals and can heighten the sense of anxiety conveyed in the message (Braam Van, 2024). The character's clothing is a bright orange, a color that stands out against the red background, drawing attention to the character and their expression. The solid red background evokes urgency and danger, often associated with warning signals. The bright orange clothing of the character contrasts sharply with the red, drawing attention to their expression and reinforcing the message of alarm. This interplay of colors aligns with semiotic theories that explore how color can influence perception and emotional response, (Asserraji et al., 2022).

C. Framing

1. Comparison: The text makes a comparison between the current environmental condition and a critical temperature threshold. "*Angka 1,5 Derajat Celcius bikin kita super anxious!*" compares the current situation with a critical point, emphasizing the severity of the issue.

2. Emphasis: The text uses bold and striking language to emphasize the urgency of the situation: "*Bumi kepanasan diselimuti Polusi*" (The Earth is overheating, covered in pollution). The word "super anxious" is highlighted to stress the emotional impact of the crisis.

4.1.6.2 Legitimation Strategies (Van Leeuwen, 2007)

According to Van Leeuwen (2007), legitimation strategies include authorization, rationalization, moral evaluation, and mythopoesis. This meme uses several of these strategies:

A. Authorization: The meme uses the authority of scientific data and environmental organizations. The mention of "*1.5 Derajat Celcius*" refers to scientific consensus on climate change thresholds. The organization "Coaction Indonesia" adds credibility and authority to the message.

B. Rationalization: The rationalization is evident in the presentation of the 1.5-degree Celsius figure, which serves as a rational, measurable indicator of climate change. The meme implies that surpassing this threshold has dire consequences, thus rationalizing the need for immediate action.

C. Moral Evaluation: The meme implicitly appeals to moral values by highlighting the negative consequences of inaction. The use of the word "*Peduli*" (care) suggests a moral obligation to care for the environment and take action to prevent further damage.

D. Mythopoesis: The narrative created by the meme involves a mythopoetic element by framing the climate crisis as a battle or struggle that needs to be addressed. The character's anxious expression and the urgent text create

a story of impending disaster that can only be averted through collective action.

The meme combines salience and framing to convey a powerful message about the urgency of addressing climate change. It uses a solid color scheme to draw attention, a character that personifies concern, and text that emphasizes the critical nature of the issue. The legitimation strategies of authorization, rationalization, moral evaluation, and mythopoesis are used to make the message credible, logical, morally compelling, and engaging, urging viewers to take action.

4.1.7 Internet Meme *"Dua Burung"*

Figure 4. 7
Example of Internet Meme Legitimation *"Dua Burung"*

4.1.7.1 Social Semiotic Analysis

Social semiotics is the study of how social meaning is created and understood through signs and symbols in different contexts. In this study, semiotic analysis was conducted using the compositional metafunction. According to (Kress & Van Leeuwen, 2006), the composition relates the interpersonal and

representational meanings of the image to each other through three systems that complete each other. The three systems are; Information Value, Salience, and Framing. The following are analyzed in this meme:

A. Position of Information Value

The meme in figure (7) consists of two panels and a title at the bottom. The top panel shows a kingfisher bird perched on a barren branch, its bright blue and orange colors making it visually striking. The kingfisher has a speech bubble that says, "*Ke mall aja? Tapi sesek napas gak nanti gue bro*" (To the mall? But won't I get short of breath, bro?), emphasizing the bird's reluctance to go to the mall due to concerns about air quality. The bottom panel features a parrot, also brightly colored in green and orange, perched on the same barren branch. The parrot's speech bubble says, "*Ngadem 56it ab nih 56it abos?*" (Where should we cool off, boss?), setting the context for the conversation and indicating that the birds are looking for a place to cool off. The title at the bottom, "*www.jeyjingga.com*," suggests the source of the meme but doesn't directly contribute to the narrative or visual elements of the meme.

B. Salience

1. Characters: Two birds, a kingfisher and a parrot, symbolize individuals or groups in search of a cooling place.

2. Props: The barren branch represents a natural environment that is currently unsuitable for cooling off.

3. Color Scheme: The birds' bright colors (blue, orange, green) stand out against the plain, white background, drawing attention to them and their

dialogue. The barren branches symbolize environmental degradation, while the bright colors of the birds stand out against a plain white background, drawing attention to their plight (Braam Van, 2024). This contrast highlights the fragility of nature and the need for conservation, reflecting semiotic principles that suggest vibrant colors can signify hope amidst desolation, (Astri et al., 2018).

C. Framing

1. Comparison: The dialogue creates a contrast between natural cooling places (implied to be inadequate) and artificial ones like the mall (with concerns about air quality).

2. Emphasis: The emphasis is on the lack of natural cooling options and the potential health risks of artificial cooling environments like malls.

4.1.7.2 Legitimation Strategies (Van Leeuwen, 2007)

According to Van Leeuwen (2007), legitimation strategies include authorization, rationalization, moral evaluation, and mythopoesis. This meme uses several of these strategies:

A. Authorization: Though not explicit, the birds could be seen as natural authorities on suitable cooling places, given their habitat.

B. Rationalization: The meme uses logical reasoning to highlight the practical concerns of cooling off in a mall, specifically the issue of air quality ("*sesek napas*").

C. Moral Evaluation: The meme critiques the environmental and urban conditions that make natural cooling places inadequate, implying a moral obligation to address these issues.

D. Mythopoesis: While the meme doesn't tell a direct story, it implies a narrative about the challenges of finding a suitable cooling place, reflecting broader societal and environmental concerns.

The meme features two panels with brightly colored birds on a barren branch, discussing where to cool off. The top panel shows a kingfisher worried about air quality in malls, while the bottom panel shows a parrot seeking suggestions. Salience the bright colors and barren branch highlight the dialogue. Framing the meme compares natural and artificial cooling options, emphasizing environmental and health concerns. Using Van Leeuwen's legitimation strategies, the meme rationalizes the air quality issue, morally evaluates environmental degradation, subtly authorizes the birds as natural experts, and implies a narrative of broader environmental challenges.

4.1.8   Internet Meme *"Sibuk Meningkatkan Polusi"*

Figure 4. 8
Example of Internet Meme Legitimation *"Sibuk Meningkatkan Polusi"*

4.1.8.1 Social Semiotic Analysis

Social semiotics is the study of how social meaning is created and understood through signs and symbols in different contexts. In this study, semiotic analysis was conducted using the compositional metafunction. According to (Kress & Van Leeuwen, 2006), the composition relates the interpersonal and representational meanings of the image to each other through three systems that complete each other. The three systems are; Information Value, Salience, and Framing. The following are analyzed in this meme:

A. Position of Information Value

The meme in figure (8) uses visual and textual elements to highlight the irony and moral failing of human actions concerning climate change. The top panel personifies Earth, expressing a plea to cool down, juxtaposed with the bottom panel showing humans increasing pollution through traffic and waste. This contrast emphasizes the discrepancy between the urgent need for climate action and the continuation of harmful practices. The use of hashtags and SDG icons connects the message to broader environmental goals, appealing to viewers' sense of responsibility and awareness of global climate initiatives. The overall meaning is a critique of human negligence towards environmental health, urging a reconsideration of actions to align with climate goals.

B.Salience

1. Character: The Earth is personified, depicted as a character with human-like emotions (sad face) and a thermometer indicating sickness.

2. Props: The thermometer, pollution icons (factories, cars), heavy traffic, and garbage piles.

3. Color Scheme: The Earth is colored traditionally (blue and green), with additional colors for pollution elements (grey, black). Moreover, the traffic image shows typical urban colors (grey roads, various car colors). Furthermore, The garbage image includes earthy tones with scattered bright colors (plastic, waste materials). The traditional blue and green colors of the earth contrast sharply with the gray and black pollution icons, representing environmental degradation (Braam Van, 2024). The urban colors in the traffic image further highlight the chaos of modern life, while the scattered bright colors in the garbage scene symbolize the pervasive issue of waste. This color scheme effectively communicates the urgency of climate action through visual semiotics, emphasizing the stark reality of pollution, (Murtaisah, 2020).

C. Framing
1. Comparison: The meme contrasts the Earth's plea to cool down ("Ayo kita jadi dingin lagi") with human actions that increase pollution ("Tapi lu malah sibuk meningkatkan polusi").

2. Emphasis: The emphasis is on the irony and hypocrisy of human actions concerning environmental issues. Furthermore, the Earth's plea and the actual human behavior are juxtaposed to highlight the discrepancy.

4.1.8.2 Legitimation Strategy (van Leeuwen, 2007)

According to Van Leeuwen (2007), legitimation strategies include authorization, rationalization, moral evaluation, and mythopoesis. This meme uses several of these strategies:

A. Authorization: This strategy is used by referring to authority figures or expert opinions to justify actions or beliefs. In this meme, there is no direct reference to authority figures, but the visual representation of Earth personifying climate change can be seen as invoking the authority of environmental science and the urgency communicated by climate experts.

B. Rationalization: Rationalization involves justifying actions based on logical and rational arguments. The meme implicitly uses rationalization by highlighting the contradiction between the goal of reducing global warming (a rational objective) and the increase in pollution (an irrational action).

C. Moral Evaluation: This strategy involves justifying actions based on moral values or norms. The meme employs moral evaluation by framing the increase in pollution as morally wrong in the face of the Earth's plea for relief, appealing to the viewer's sense of responsibility towards the planet.

D. Mythopoesis: Mythopoesis involves storytelling or creating narratives to justify actions or beliefs. The meme uses a form of mythopoesis by creating a narrative where the Earth is a character pleading for help, and humans are shown as ignoring this plea, thus crafting a story of negligence and environmental harm.

The meme uses social semiotics and legitimation strategies to convey a powerful message about climate change and pollution. The salience and framing work together to emphasize the irony and moral failing of human actions that contradict the goals of climate action. The use of personification, contrast, and narrative elements makes the message accessible and compelling, urging viewers to reflect on their actions and the broader impact on the environment.

4.1.9 Internet Meme *"Sains Sekitar Kita"*

Figure 4. 9
Example of Internet Meme Legitimation *"Sains Sekitar Kita"*

4.1.9.1 Social Semiotic Analysis

Social semiotics is the study of how social meaning is created and understood through signs and symbols in different contexts. In this study, semiotic analysis was conducted using the compositional metafunction. According to (Kress & Van Leeuwen, 2006), the composition relates the interpersonal and representational meanings of the image to each other through three systems that complete each other. The three systems are; Information Value, Salience, and Framing. The following are analyzed in this meme:

A.Position of Information Value

The meme in figure (9), the top part of the meme features the title *"Sains Sekitar Kita,"* which translates to "Science Around Us," and portrays a desolate, post-apocalyptic landscape with dilapidated houses, abandoned cars, and general debris. The bottom part of the meme shows a pair of hands holding an empty wallet with cobwebs, indicating a lack of money, accompanied by the text *"Krisis Iklim Menggerus Dompetku,"* which translates to "Climate Crisis Drains My Wallet."

4.1.9.1 Social Semiotics Analysis

B.Salience

1. Characters: The main "character" here is the pair of hands holding the empty wallet, representing the viewer or the average person affected by the climate crisis.

2. Props: The empty wallet with cobwebs symbolizes financial strain or economic hardship. The background elements, such as the rundown environment, convey the broader impact of the climate crisis.

3. Color Scheme: The colors are muted and dull, evoking a sense of bleakness and despair. This reinforces the serious and negative impact of the climate crisis on daily life. The empty wallet, adorned with spider webs, serves as a potent symbol of financial stress and economic hardship. The dull color palette evokes feelings of gloom and hopelessness, reinforcing the serious in Social Semiotic Analysis (Kavitha, 2018).

C.Framing

1. Comparison: The text contrasts the scientific or global issue of the climate crisis with personal financial difficulties, making a direct connection between the two.

2. Emphasis: The phrase "*Krisis Iklim*" (Climate Crisis) is given prominence to highlight the cause, while "*Menggerus Dompetku*" (Drains My Wallet) personalizes the impact, making it relatable to the audience.

4.1.9.2 Legitimation Strategies (Van Leeuwen, 2007)

According to Van Leeuwen (2007), legitimation strategies include authorization, rationalization, moral evaluation, and mythopoesis. This meme uses several of these strategies:

A. Authorization: This strategy legitimizes the issue by appealing to the authority of science and observable reality. The title "*Sains Sekitar Kita*" lends authority by suggesting that the information is based on scientific understanding.

B. Rationalization: The meme rationalizes the financial impact of the climate crisis by depicting an empty wallet, suggesting that economic hardship is a logical consequence of environmental degradation. It implies a cause-and-effect relationship that can be understood rationally.

C. Moral Evaluation: The moral evaluation strategy is implicit in the visual and textual elements. The desolate landscape and empty wallet evoke a sense of injustice and urgency, suggesting that the climate crisis is not

only a scientific issue but also a moral one that affects people's livelihoods.

D. Mythopoesis: This strategy uses storytelling or myth to legitimize the issue. The meme creates a narrative of the everyday person's struggle against the backdrop of a failing environment. The visual metaphor of the empty wallet and the rundown setting tells a story of how the climate crisis permeates and disrupts normal life.

This meme effectively uses salience and framing to communicate the dire impact of the climate crisis on personal finances. By employing social semiotics, it connects global environmental issues to individual economic hardship, making the problem more relatable and urgent. The legitimation strategies further reinforce the message, lending it authority, rationality, moral weight, and narrative power.

4.1.10 Internet Meme *"Bangga Punya Hutan Indonesia"*

Figure 4. 10
Example of Internet Meme Legitimation *"Bangga Punya Hutan Indonesia"*

4.1.10.1 Social Semiotic Analysis

Social semiotics is the study of how social meaning is created and understood through signs and symbols in different contexts. In this study, semiotic analysis was conducted using the compositional metafunction. According to (Kress & Van Leeuwen, 2006), the composition relates the interpersonal and representational meanings of the image to each other through three systems that complete each other. The three systems are; Information Value, Salience, and Framing. The following are analyzed in this meme:

A.Position of Information Value

The meme in figure (10), features three panels, each providing a different take on the forests of Indonesia. In the top panel, a Rage Comic character exhibits a neutral or proud expression accompanied by the text "*Bangga Punya Hutan Indonesia*" (Proud to Have Indonesian Forests). The bottom left panel shows another Rage Comic character with a delighted expression running towards a tree, captioned "*Harus dilestarikan*" (Must be conserved). The bottom right panel presents a contrasting image with two Trollface characters, one holding an axe and the other holding money, both displaying mischievous grins, along with the text "Harus '*dimanfaatkan*'" (Must be 'utilized'), highlighting the irony of exploiting the forests for profit.

B.Salience

1. Characters: The top panel features a Rage Comic character with a neutral or proud expression, the bottom left panel shows another Rage Comic character running towards a tree with a delighted expression, and the

bottom right panel includes two Trollface characters, one holding an axe and the other holding money, both with mischievous grins.

2. Props: The trees represent the forests of Indonesia, while the axe and money symbolize deforestation and exploitation for profit.

3. Color Scheme: The green trees represent nature and environmental health, while the brown axe and money signify destruction and greed. The use of a plain white background signifies neutrality and simplicity (Braam Van, 2024), allowing the focus to remain on the central elements. The brown tree and green leaves symbolize nature and growth, while the black axe and money figure introduce themes of destruction and capitalism. This juxtaposition reflects a conflict between environmental preservation and economic exploitation, resonating with semiotic interpretations of nature versus industry, (Chandler, 2007).

C.Framing

1. Comparison: The meme contrasts the message of conservation ("Harus dilestarikan") with the ironic exploitation *("Harus 'dimanfaatkan'")*.

2. Emphasis: The top panel's text, "*Bangga Punya Hutan Indonesia*," highlights national pride, while the bottom panels emphasize the conflicting actions towards forests, with quotes around "*dimanfaatkan*" to indicate irony or criticism.

4.1.10.2 Legitimation Strategies (Van Leeuwen, 2007)

According to Van Leeuwen (2007), legitimation strategies include authorization, rationalization, moral evaluation, and mythopoesis. This meme uses several of these strategies:

A. Authorization: Legitimacy is implied through the appeal to national pride in the top panel, suggesting that having forests is inherently valuable.

B. Rationalization: The bottom left panel presents a rational argument for preservation, indicating that forests should logically be conserved.

C. Moral Evaluation: The bottom right panel uses irony to criticize the moral stance of exploiting forests for profit, suggesting that such actions are unethical.

D. Mythopoesis: The meme tells a story of pride, preservation, and exploitation, using familiar meme characters to create a narrative that highlights the moral and practical implications of how forests are treated.

This meme uses salience and framing to communicate the conflicting attitudes towards Indonesian forests. The proud expression in the top panel establishes a theme of national pride, while the delighted character in the bottom left panel advocates for conservation. The mischievous Trollface characters in the bottom right panel criticize the exploitation of forests through irony. By employing social semiotics, the meme connects the pride of having forests with the actions of preserving versus exploiting them. The legitimation strategies reinforce the message, lending it authority through national pride, rationality through logical arguments for conservation, moral weight by criticizing unethical exploitation, and narrative power by telling a compelling story.

4.2 Discussion

The researcher examines the study's primary conclusions in this discussion section and connects them to previously held beliefs and the existing body of literature. The study's discussion indicates that 10 specific memes are examined in relation to the methods of strategy legitimacy: moral evaluation, mythopoesis, rationalization, and authorization.

4.2.1 Internet Meme *"Beda Dikit, Tapi Ngaruh Banyak"*

Figure 4. 11
Internet Meme *"Beda Dikit, Tapi Ngaruh Banyak"*

The meme titled *"Beda Dikit, Tapi Ngaruh Banyak"* underscores the significance of small behavioral changes in making a big impact. The top panel, featuring the text *"Selalu beli tas ramah lingkungan setiap belanja,"* shows a character wearing sunglasses, adding a humorous touch. However, the bright yellow background suggests the need to reconsider this practice, as the phrase *"setiap"* (every) implies inefficiency and potential wastefulness. In contrast, the bottom panel with the text *"Selalu pakai tas ramah lingkungan yang sama tiap*

berbelanja" portrays the same character with a confident and happy expression, continuing the use of sunglasses. This text advocates for the sustainable practice of reusing the same bag, emphasizing efficiency and environmental consciousness. The word *"sama"* (same) highlights the importance of reusing a single bag rather than purchasing new ones each time, reinforcing the meme's message of small changes leading to significant impact.

In the social semiotic analysis of this meme, salience play a key role in conveying meaning. The recurring character serves as a consistent visual anchor, with a shift in expression from neutral or thoughtful to happy and confident, reflecting the transition from less effective to more effective behavior. The props, such as the number of bags, visually differentiate the actions described—multiple bags in the top panel versus a single bag in the bottom panel—while the green color of the bags signifies eco-friendliness. The bright yellow background is strategically used to capture attention and highlight the contrast between the two actions. This use of color and layout is consistent with semiotic theories, which explore how salience and framing communicate complex narratives, such as the one in this meme.

Van Leeuwen's (2007) legitimation strategies are also evident in this meme, reinforcing the preferred behavior. Authorization is implied through the confident and happy character in the bottom panel, suggesting that reusing bags is the socially endorsed action. Rationalization is present in the logical argument that reusing the same eco-friendly bag is more effective in reducing waste than constantly buying new ones, aligning with environmental sustainability principles.

Moral evaluation is reflected in the positive portrayal of reusing the same bag, with the character's demeanor implying moral superiority and responsibility. Finally, mythopoesis is used to narrate a simple story of two shopping behaviors, where one leads to a less desirable outcome (repeated buying) and the other to a more desirable one (reusing). The moral of the story is clear: small, thoughtful actions can result in significant positive impacts.

4.2.2 Internet Meme *"Sedang Menikmati Seafood"*
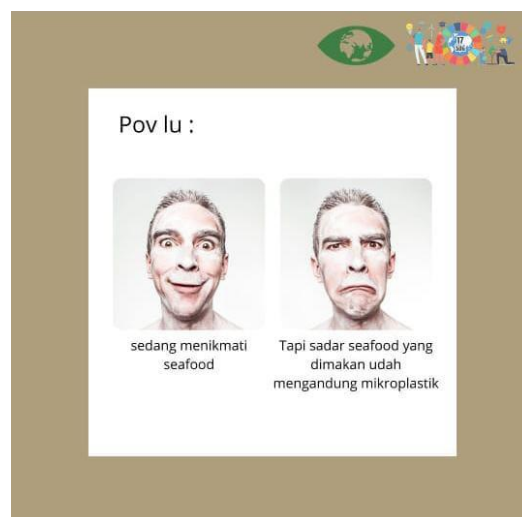
Figure 4. 12
Internet Meme *"Sedang Menikmati Seafood"*

The meme titled *"Pov lu:"* (Your point of view😊 uses simple, lowercase text to create a casual and relatable tone, introducing the viewer's perspective and setting up a contrast between two scenarios. In the left panel, the text "*sedang menikmati seafood*" (enjoying seafood) is accompanied by a character displaying a happy and content expression, with a plain background to maintain focus on the character's face, highlighting a moment of initial pleasure. In the right panel, the text "*Tapi sadar seafood yang dimakan udah mengandung mikroplastik*" (But

realizing the seafood being eaten contains microplastics) shows the same character's expression changing to one of distress and disgust, indicating a sudden negative realization. The plain background remains, ensuring that the facial expression stands out, describing the shift in mood from enjoyment to concern and discomfort upon realizing the presence of microplastics in the seafood.

In the social semiotic analysis, salience and framing play a crucial role in conveying the meme's message. The use of the same character in both panels provides continuity, with the stark contrast in facial expressions underscoring the emotional shift from positive to negative. There are no additional props, keeping the focus entirely on the character's expressions. The plain white background emphasizes these expressions without distraction, allowing the viewer to focus on the emotional message conveyed. This approach aligns with semiotic theories that suggest simplicity in design can enhance the clarity of communication, ensuring that the message is delivered effectively.

Van Leeuwen's (2007) legitimation strategies are utilized in this meme to reinforce its message. Authorization is achieved through the use of social norms and general knowledge about microplastics, aligning the character's distressed reaction with the viewer's potential response. Rationalization is present in the logical argument that the realization of microplastic contamination makes the initial enjoyment seem misguided. Moral evaluation is embedded in the negative reaction to consuming microplastics, suggesting a responsibility to be aware of the quality of our food. Mythopoesis is employed through the brief story of enjoyment followed by a sudden negative realization, serving as a cautionary tale.

The meme effectively uses these strategies to encourage viewers to be more mindful of hidden dangers in their food.

4.2.3 Internet Meme *"Mencari Kesadaran Orang-Orang"*

Figure 4. 13
Internet Meme *"Mencari Kesadaran Orang-Orang"*

The meme in figure (3) revolves around the theme of seeking awareness about pollution and its environmental impacts. It features a child looking through binoculars, symbolizing the search for something important or hidden. The accompanying text, "*Sedang Mencari Kesadaran Orang-Orang Yang Masih Meningkatkan Polusi*" ("Looking for the awareness of people who are still increasing pollution"). Emphasizes the need for greater environmental consciousness. The inclusion of the SDG 13 (Sustainable Development Goal 13 – Climate Action) logo in the top-left corner further highlights the connection to climate action and the urgency of the issue.

In terms of social semiotics, the meme effectively uses salience and framing to convey its message. The child with binoculars represents curiosity and the act of searching, while the binoculars themselves symbolize a focused search

or scrutiny. The color scheme, dominated by natural and neutral hues, underscores the realism and urgency of the environmental issue being addressed. The SDG 13 logo introduces a distinct color element that signifies a connection to climate action, aligning the meme with broader social movements. This approach is consistent with semiotic theories that suggest colors and symbols can communicate complex narratives.

The meme also employs Van Leeuwen's (2007) legitimation strategies to reinforce its message. The SDG 13 logo lends authority to the call for awareness and action, implying that it is backed by a recognized global agenda. The image and text together suggest that searching for awareness is a logical step towards combating pollution, with the binoculars symbolizing a rational approach to finding solutions. The text appeals to moral sensibilities by criticizing those who continue to increase pollution, implying that it is morally wrong to remain unaware or inactive. Finally, the use of mythopoesis creates a narrative where the child represents the future generation searching for awareness and solutions, evoking a sense of urgency and responsibility among the audience.

4.2.4 Internet Meme *"Relaxing Stelah Reduce, Reuse and Recycle"*
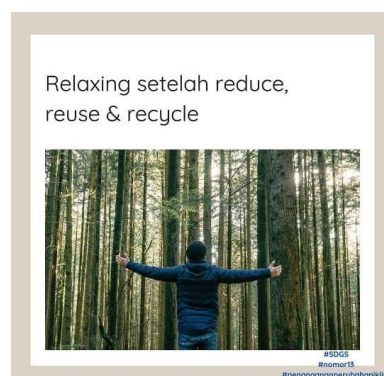
Figure 4. 14
Internet Meme *"Relaxing Stelah Reduce, Reuse and Recycle"*

The meme in figure (4) presents a combination of textual and visual elements to convey its message. The text at the top reads, "*Relaxing setelah reduce, reuse & recycle,*" blending English and Indonesian to suggest that relaxation follows the practice of reducing, reusing, and recycling. This phrase emphasizes the importance of these environmental practices, implying that personal peace and relaxation are the rewards for engaging in them. Below the text, the image shows a person standing with arms outstretched in a dense forest, symbolizing a connection with nature. The serene atmosphere created by the tall trees and the individual's casual outdoor attire suggests they are prepared for a nature walk or hike, further reinforcing the theme of harmony with the environment.

In terms of social semiotics, the meme effectively uses salience and framing to create meaning. The anonymous character represents anyone who follows the reduce, reuse, and recycle practices, with their outstretched arms symbolizing freedom, peace, and a deep connection with nature. The absence of additional props keeps the focus on the natural environment, while the color scheme, dominated by greens, browns, and blues, evokes a sense of calm and tranquility. These colors are associated with emotional states that suggest harmony with nature, aligning with semiotic interpretations that connect specific colors to particular emotions.

The meme also employs Van Leeuwen's (2007) legitimation strategies to reinforce its message. The "reduce, reuse, and recycle" mantra is backed by the authority of environmental science and policy, which promote these actions as

essential for sustainability. The meme's rationale is straightforward, suggesting that responsible environmental actions lead to personal rewards like relaxation and enjoyment of nature. This logical connection legitimizes the behavior it promotes. Additionally, the meme conveys a moral message, implying that engaging in these practices is not only the right thing to do but also something that brings about positive outcomes. Through the image of a person enjoying the serenity of the forest, the meme creates a narrative that aligns with broader cultural stories about the rewards of responsible behavior and harmony with nature.

4.2.5 Internet Meme "*Ramadhan Vibes*"
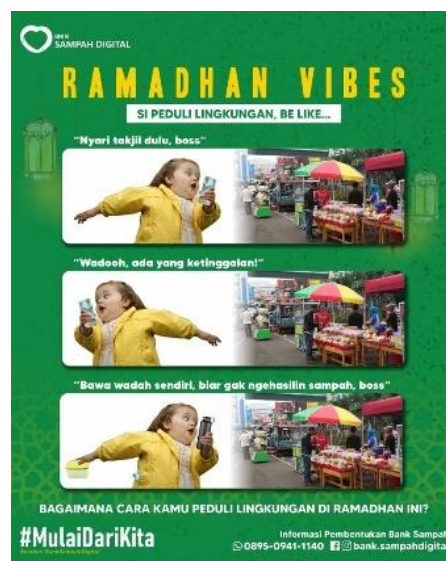
Figure 4. 15
Internet Meme *"Ramadhan Vibes"*

The meme titled "Ramadhan Vibes" with the subtext "*Si Peduli Lingkungan, Be Like...*" centers on environmental awareness during Ramadan. It features three panels: the top panel displays the text *"Nyari takjil dulu, boss,"*

accompanied by an image of a child holding a paper cup, reflecting the excitement of seeking food for iftar. The middle panel, with the text *"Wadooh, ada yang ketinggalan!"* shows the same child realizing something important has been forgotten. The bottom panel, featuring *"Bawa wadah sendiri, biar gak ngehasilin sampah, boss,"* depicts the child holding reusable containers and illustrates the solution of using reusable items to reduce waste, conveying satisfaction or achievement.

In terms of social semiotics, this meme uses various visual elements to communicate its message. The child's expressive facial expressions make the figure relatable, drawing the viewer's empathy. Reusable containers and bottles symbolize sustainable choices that contribute to waste reduction. The color scheme, featuring vibrant hues like yellow (the child's coat), green (background), and red (market scenes), creates a lively and engaging visual narrative. The green background emphasizes environmental consciousness, while the yellow highlights the child, underscoring the importance of youth in envIronmental discourse. These color choices enhance the thematic elements of the visual storytelling.

The meme employs Van Leeuwen's (2007) legitimation strategies to reinforce its message. The presence of the *"Bank Sampah Digital"* (Digital Waste Bank) logo and contact information provides authority, lending legitimacy to the promoted behavior. Rationalization is achieved by clearly stating the benefit of using reusable containers—reducing waste—which appeals to the viewer's sense of logic. The meme also appeals to moral values by asking, "*Bagaimana cara kamu peduli lingkungan di Ramadhan ini?*" (How do you care for the

environment this Ramadan?), emphasizing environmental responsibility. The narrative structure—from seeking food to taking responsible action—creates a transformation story, encouraging viewers to adopt similar behaviors within a culturally significant context.

4.2.6 Internet Meme *"Bumi Kepanasan Diselimuti Polusi"*

Figure 4. 16
Internet Meme *"Bumi Kepanasan Diselimuti Polusi"*

The meme in figure (6) employs a combination of visual and textual elements to deliver a potent message about the urgency of climate change. The title text, "*Bumi kepanasan diselimuti Polusi, angka 1,5 Derajat Celcius bikin kita super anxious!*" prominently displayed at the top, immediately grabs attention by emphasizing the critical issues of global warming and pollution. The phrase highlights the emotional distress caused by these environmental crises. The top portion of the meme features a character holding a microphone labeled "*Peduli*," which indicates advocacy and concern, while the character's anxious expression

underscores the seriousness of the issue. The bottom segment includes the Coaction Indonesia logo, adding credibility, and the red background intensifies the sense of urgency, making the message more impactful.

In terms of social semiotics, this meme effectively communicates its message through various visual elements. The character, who appears anxious or worried, is dressed in a jacket and has his eyes closed, symbolizing distress or concern. He is holding a microphone with "*Peduli*" (meaning "care" in Indonesian) written on it, signifying a sense of advocacy or raising awareness. The background's solid red color evokes urgency and danger, often associated with warning signals, thereby enhancing the sense of alarm conveyed. The character's bright orange clothing contrasts with the red background, drawing attention to his expression and reinforcing the overall message of anxiety and urgency. This color interplay aligns with semiotic theories about how color influences perception and emotional response, (Asserraji et al., 2022).

The meme also employs several legitimation strategies as outlined by Van Leeuwen (2007). Authorization is evident through the reference to *"1.5 Derajat Celcius,"* a scientifically recognized climate change threshold, and the inclusion of the Coaction Indonesia logo, which lends credibility to the message. Rationalization is provided by presenting the 1.5-degree Celsius figure as a measurable indicator of climate change, suggesting dire consequences if this threshold is exceeded. The meme appeals to moral values by using the word "*Peduli*" (care), implying a moral obligation to address environmental issues. Additionally, the meme employs mythopoesis by framing the climate crisis as a

battle or struggle that must be addressed, creating a narrative of impending disaster that can only be averted through collective action.

4.2.7 Internet Meme *"Dua Burung"*

Figure 4. 17
Internet Meme *"Dua Burung"*

The meme in figure (7) is structured with two panels and a title at the bottom. The top panel features a kingfisher bird perched on a barren branch, its vibrant blue and orange feathers creating a striking visual contrast. The kingfisher's speech bubble reads, "*Ke mall aja? Tapi sesek napas gak nanti gue bro*" (To the mall? But won't I get short of breath, bro?), reflecting the bird's hesitation to visit the mall due 'o concerns about air quality. The bottom panel show' a parrot, brightly colored in green and orange, also perched on the barren branch. The parrot's speech bubble asks, "*Ngadem 80it ab nih 80it abos?"* (Where should we cool off, boss?), setting the context of the conversation and indicating that the birds are searching for a place to cool off. The title at the bottom, *"www.jeyjingga.com,"* references the source of the meme but does not directly contribute to the visual or narrative elements.

In terms of social semiotics, this meme effectively communicates its message through various visual and textual elements. The two birds symbolize individuals or groups seeking a suitable place to cool off. The barren branch represents an unsuitable natural environment, underscoring the theme of environmental degradation. The bright colors of the birds—blue, orange, and green—stand out against the plain white background, drawing attention to their plight. This color contrast highlights the fragility of nature and emphasizes the need for conservation, reflecting semiotic principles where vibrant colors signify hope amidst desolation (Astri et al., 2018).

The meme employs several of Van Leeuwen's legitimation strategies (2007). Although not explicitly stated, the birds can be seen as natural authorities on suitable cooling places, given their habitat. The meme rationalizes the concern about mall air quality *("sesek napas")* as a practical issue. It also morally evaluates the environmental and urban conditions that render natural cooling places inadequate, implying a responsibility to address these issues. The meme does not tell a direct story but implies a narrative about the challenges of finding suitable cooling places, reflecting broader societal and environmental concerns.

4.2.8 Internet Meme *"Sibuk Meningkatkan Polusi"*

Figure 4. 18
Internet Meme *"Sibuk Meningkatkan Polusi"*

The meme in figure (8) employs a combination of visual and textual elements to underscore the irony and moral shortcomings of human behavior regarding climate change. The top panel personifies Earth, depicted with a sad expression and a thermometer indicating distress, pleading for a reduction in temperature. This plea is starkly contrasted by the bottom panel, which shows humans contributing to pollution through heavy traffic and waste. The juxtaposition highlights the gap between the urgent need for climate action and the ongoing harmful practices that exacerbate environmental degradation. The inclusion of hashtags and SDG icons links the meme to broader environmental objectives, aiming to enhance viewers' awareness and sense of responsibility towards global climate initiatives.

In terms of social semiotics, the meme effectively conveys its message through its visual and textual components. The Earth is personified with human-like emotions and a thermometer to symbolize its suffering, while the props, including pollution icons and waste, visually represent the sources of environmental harm. The color scheme reinforces this message: the traditional blue and green of the Earth contrast sharply with the gray and black of pollution icons, highlighting environmental degradation. Urban colors in the traffic scene and bright waste materials further accentuate the chaotic state of modern life and the pervasive issue of pollution. This use of color effectively communicates the urgency of climate action by visually contrasting the Earth's distress with human-induced environmental issues (Murtaisah, 2020).

The meme utilizes several of Van Leeuwen's legitimation str'tegies (2007) to reinforce its message. While it does not directly reference authority figures, the personification of Earth as a distressed character invokes the authority of environmental science and the urgency conveyed by climate experts. The meme rationalizes the contradiction between the objective of reducing global warming and the increase in pollution, portraying the latter as an irrational action. It also employs moral evaluation by framing the increase in pollution as ethically wrong in light of Earth's plea for relief, appealing to viewers' sense of responsibility. Additionally, the meme uses mythopoesis by creating a narrative where Earth's plea for help is ignored by humans, crafting a story that underscores negligence and environmental harm.

4.2.9 Internet Meme *"Sains Sekitar Kita"*

Figure 4. 19
Internet Meme *"Sains Sekitar Kita"*

The meme in figure (9) highlights the personal impact of the climate crisis through its visual and textual elements. The top part of the meme features the title *"Sains Sekitar Kita,"* which translates to "Science Around Us," and depicts a desolate, post-apocalyptic landscape marked by crumbling houses, abandoned cars, and scattered debris. This stark imagery sets the scene for the bottom part of the meme, which shows a pair of hands holding an empty wallet adorned with cobwebs. Accompanied by the text *"Krisis Iklim Menggerus Dompetku,"* meaning "Climate Crisis Drains My Wallet," the meme directly links the environmental crisis to personal financial strain.

In terms of social semiotics, the meme uses various visual and textual elements to convey its message. The pair of hands with the empty wallet symbolizes the financial burden faced by individuals due to the climate crisis, while the desolate background highlights the broader, negative impacts of environmental degradation. The muted and dull color scheme reinforces the sense of gloom and despair associated with both the economic and environmental

issues. The use of spider webs on the wallet serves as a powerful symbol of economic hardship, aligning with semiotic theories that emphasize how color and imagery can reflect emotional states and societal concerns (Kavitha, 2018).

The meme employs several of Van Leeuwen's legitimation strategies (2007) to strengthen its message. The title "Sains Sekitar Kita" provides a scientific authority, suggesting that the information is based on factual understanding. The depiction of the empty wallet rationalizes the financial difficulties as a direct consequence of climate change, creating a logical cause-and-effect relationship. Additionally, the meme implicitly makes a moral evaluation by portraying the dire financial situation as an unjust result of environmental negligence. Finally, through the visual narrative of the empty wallet and the rundown setting, the meme employs mythopoesis to create a relatable story of everyday struggle against a deteriorating environment, thereby enhancing the overall impact of its message.

4.2.10 Internet Meme *"Bangga Punya Hutan Indonesia"*

Figure 4. 20
Internet Meme *"Bangga Punya Hutan Indonesia"*

The meme in figure (10) consists of three panels, each presenting a distinct perspective on the forests of Indonesia. The top panel features a Rage Comic character displaying a neutral or proud expression with the text "*Bangga Punya Hutan Indonesia*" (Proud to Have Indonesian Forests), emphasizing national pride in the country's natural resources. The bottom left panel depicts another Rage Comic character joyfully running toward a tree with the caption "*Harus dilestarikan*" (Must be conserved), advocating for the preservation of forests. In contrast, the bottom right panel shows two Trollface characters—one holding an axe and the other holding money—both grinning mischievously with the text "*Harus 'dimanfaatkan'*" (Must be 'utilized'), highlighting the irony of exploiting forests for profit.

The soc'al semiotics'"f the meme'convey v'rious meanings through its visual and textual elements. The characters in the panels represent different attitudes towards forests: pride, advocacy for conservation, and ironic exploitation. The trees symbolize the forests of Indonesia, while the axe and money represent deforestation and financial gain. The color scheme—green for nature and brown for destruction—creates a stark contrast, emphasizing the conflict between environmental preservation and economic exploitation. The plain white background keeps the focus on the central elements, underscoring the tension between nature and industry (Chandler, 2007).

The meme employs several of Van Leeuwen's legitimation strategies (2007) to convey its message. Authorization is implied through the national pride depicted in the top panel, suggesting the inherent value of having forests.

Rationalization is evident in the bottom left panel, which logically argues for forest conservation. Moral evaluation is used in the bottom right panel, where irony critiques the ethical implications of exploiting forests for profit. Lastly, mythopoesis is employed by telling a narrative of pride, preservation, and exploitation, using familiar meme characters to create a compelling story that highlights the moral and practical consequences of forest management.

CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

Internet memes play a significant role in influencing the agenda of policy legitimacy and decision-making in sustainable development, particularly regarding climate change (SDG). Through the use of humor, irony, and multimodal elements, memes simplify complex sustainability issues, making them accessible and engaging to a broad audience. This increases public awareness, stimulates discussions, and influences public opinion, demonstrating memes' potential as tools for grassroots advocacy in shaping the policy discourse on climate action.

Van Leeuwen's (2007) legitimacy theory provides a valuable framework for analyzing internet memes establish legitimacy for their messages. Memes often utilize strategies like authorization, moral evaluation, rationalization, and mythology to persuade audiences and legitimize climate action. By applying this theory, the study reveals carefully crafted memes not only inform but also legitimize sustainability messages, enhancing their persuasive power and encouraging public support for sustainable practices.

The social semiotic context greatly impacts the interpretation of visual elements in internet memes. Multimodal components such as imagery, text, and symbolism work together to convey complex sustainability messages. In memes related to SDG, the social and cultural context in which the memes are shared

affects how these messages are received and understood, making the role of semiotics critical in shaping public engagement with climate change advocacy.

This study explores the role of internet memes in addressing climate change, revealing that they can both educate and mislead audiences. Through the lens of Kress & Van Leeuwen's (2006) multimodal semiotic analysis, it becomes clear elements such as information value, salience, and framing shape the messages and influence of these memes. Additionally, Van Leeuwen's (2007) theory of legitimacy helps strengthen the understanding of these messages are delivered and perceived across various media, particularly internet memes. Employing a qualitative methodology outlined by Creswell (2018) and data collection techniques by Huberman and Miles (1984), the research sheds light on how memes related to Indonesia's SDGs, particularly climate change, use multimodal signs to convey complex messages about sustainability and influencing the public opinion.

5.2 Suggestions

This research aims to significantly contribute to the understanding of semiotic aspects within SDG-related internet memes, potentially expanding Van Leeuwen's (2007) theoretical framework on legitimacy. By offering a deeper insight into the semiotic mechanisms that underpin these memes, the study is expected to address and bridge gaps identified in prior research. Future theoretical explorations could build on the findings to further refine legitimacy frameworks and enhance their applicability to various multimedia contexts, thereby advancing the broader discourse on semiotic legitimacy in digital communication.

Furthermore, This research provides a valuable resource for academics interested in deco ding the semiotic meanings of internet memes related to the SDGs. Utilizing Van Leeuwen's (2007) legitimacy framework, this study can serve as a foundation for future investigations into multimodal analysis and the semiotic interpretation of online memes. Researcher and practitioners may leverage these findings to develop more robust methodologies for analyzing and interpreting the role of internet memes in shaping public perception and discourse about sustainable development goals.

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APPENDIXES

Appendix 1. Identifying Internet Memes.
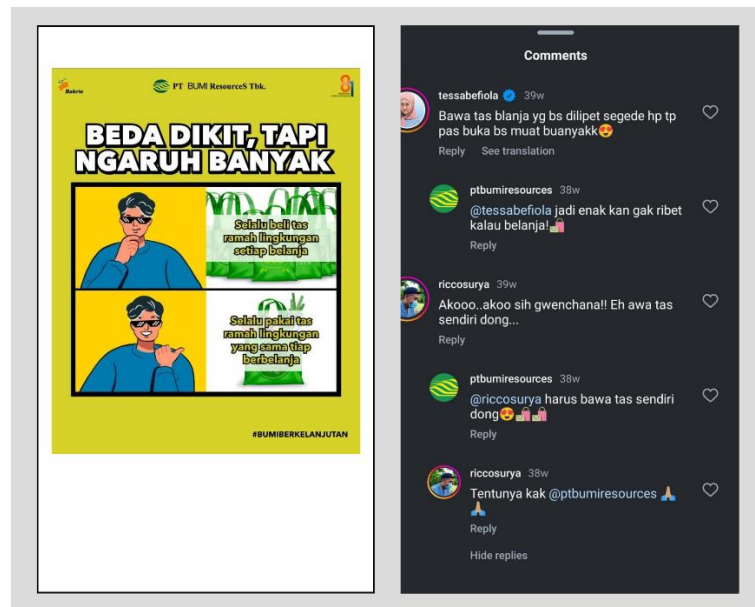
Source: Instagram, by @ptbumiresources

Caption: "*Benar, penggunaan tas ramah lingkungan merupakan tindakan kecil yang memiliki dampak besar pada upaya pelestarian lingkungan. Namun, penting untuk diingat bahwa tujuan utama memiliki tas ramah lingkungan adalah untuk mengurangi konsumsi dan pembuangan barang-barang sekali pakai. Dengan menggunakannya berkali-kali, kita dapat meminimalkan jumlah sampah yang dihasilkan dan mendorong gaya hidup yang lebih berkelanjutan.*" (Yes, using eco-friendly bags is a small action that has a big impact on environmental conservation efforts. However, it is important to remember that the main purpose of having an eco-friendly bag is to reduce the consumption and disposal of single-use items. By using them repeatedly, we can minimize the amount of waste produced and encourage a more sustainable lifestyle).
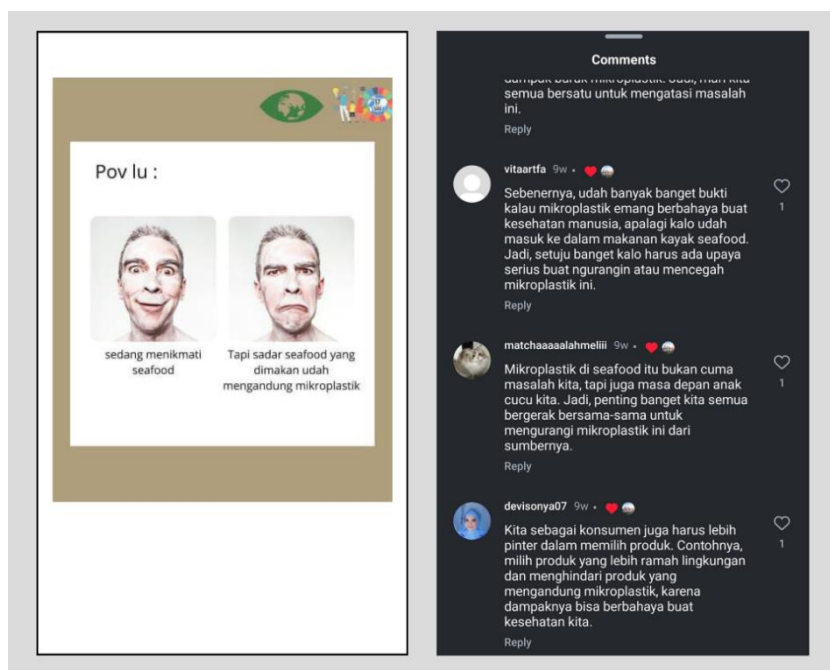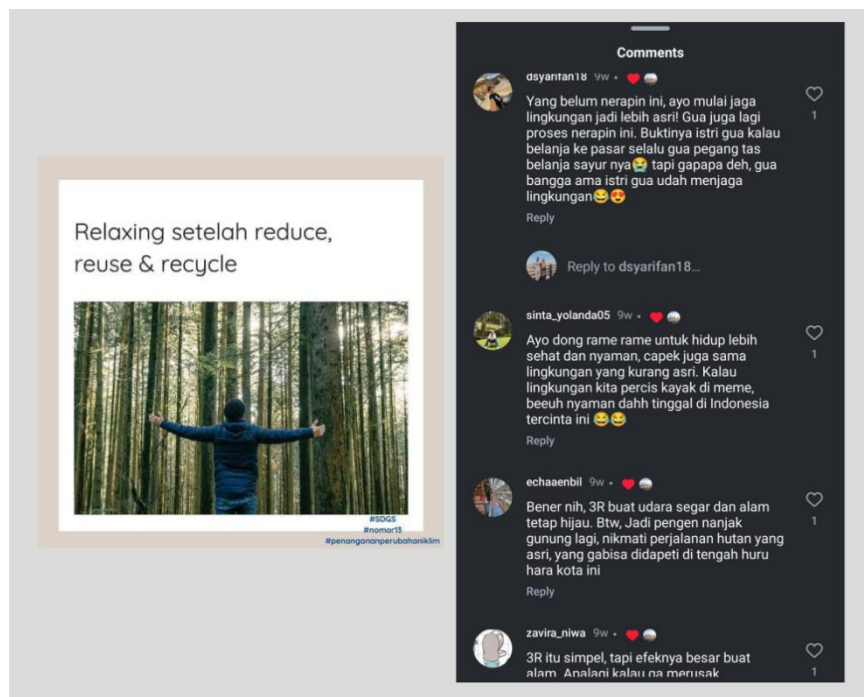
Source: Instagram, by @ecowarrior2030

Caption: *"Mikroplastik adalah partikel plastik berukuran sangat kecil, biasanya kurang dari 5 milimeter, yang tersebar luas di berbagai lingkungan, seperti lautan, sungai, dan tanah. Partikel ini berasal dari sumber-sumber seperti degradasi produk plastik yang lebih besar, serat sintetis dari pakaian, dan butiran mikro dalam produk kosmetik dan pembersih. Keberadaannya yang persisten dan sulit terurai membuat mikroplastik menjadi perhatian utama dalam isu lingkungan."* (Microplastics are very small plastic particles, usually less than 5 millimeters in size, that are widely distributed in various environments, such as oceans, rivers, and soil. These particles come from sources such as the degradation of larger plastic products, synthetic fibers from clothing, and microbeads in cosmetics and cleaning products. Their persistent presence and difficulty in breaking down make microplastics a major environmental concern).

Source:

Instagram, by @ecowarrior2030

Caption: *"Meningkatnya polusi udara merupakan masalah serius yang berdampak pada lingkungan dan kesehatan manusia. Berbagai aktivitas manusia, seperti industri, transportasi, pembakaran bahan bakar fosil, dan lain-lain, dapat berkontribusi terhadap pencemaran udara. Dampaknya, termasuk masalah pernapasan, penyakit kardiovaskular, dan kerusakan lingkungan, bisa sangat berbahaya."* (Increasing air pollution is a serious problem that affects the environment and human health. Various human activities, such as industry, transportation, burning of fossil fuels, etc., can contribute to air pollution. The impacts, including respiratory problems, cardiovascular diseases, and environmental damage, can be very dangerous.)

Source: Instagram, by @ecowarrior2030

Caption:" *Reduce, reuse, dan recycle merupakan konsep dasar dalam pengelolaan limbah, yang bertujuan untuk mengurangi dampak lingkungan dari produksi dan konsumsi dengan meminimalkan limbah, mengurangi limbah, mengurangi limbah, dan mengurangi penggunaan material. Pendekatan ini tidak hanya menguntungkan lingkungan tetapi juga meningkatkan penggunaan sumber daya alam dan energi. Prinsip 3R, Reduce, Reuse, dan Recycle, memberikan banyak manfaat bagi lingkungan dan kesehatan pribadi. Dengan mengurangi limbah, menggunakan material yang dapat digunakan kembali, dan mengurangi limbah, individu dapat mengurangi dampak lingkungan dan menjalani hidup yang lebih sehat.*" (Reduce, reuse, and recycle are basic concepts in waste management, which aim to reduce the environmental impact of production and consumption by minimizing waste, reducing waste, reducing waste, and reducing material use.

This approach not only benefits the environment but also improves the use of natural resources and energy. The 3R principle, Reduce, Reuse, and Recycle, provides many benefits for the environment and personal health. By reducing waste, using reusable materials, and reducing waste, individuals can reduce their environmental impact and live healthier lives).

Source: Facebook, by @Bank Sampah Digital

Caption: *"Si Peduli lingkungan, Check"* (Environmentally conscious, Check).

Source: Instagram, by @coaction.id

Caption: *"Kenapa ambang batas 1,5 derajat Celcius sangat krusial bagi perubahan iklim? Dampak kenaikan temperature bumi melebihi 1,5 derajat celcius bikin kita super anxious"* (Why is the 1.5 degree Celsius threshold so crucial for climate change? The impact of the earth's temperature increase exceeding 1.5 degrees Celsius makes us super anxious).

Source : Website, https://jeyjingga.com/solusi-perubahan-iklim/
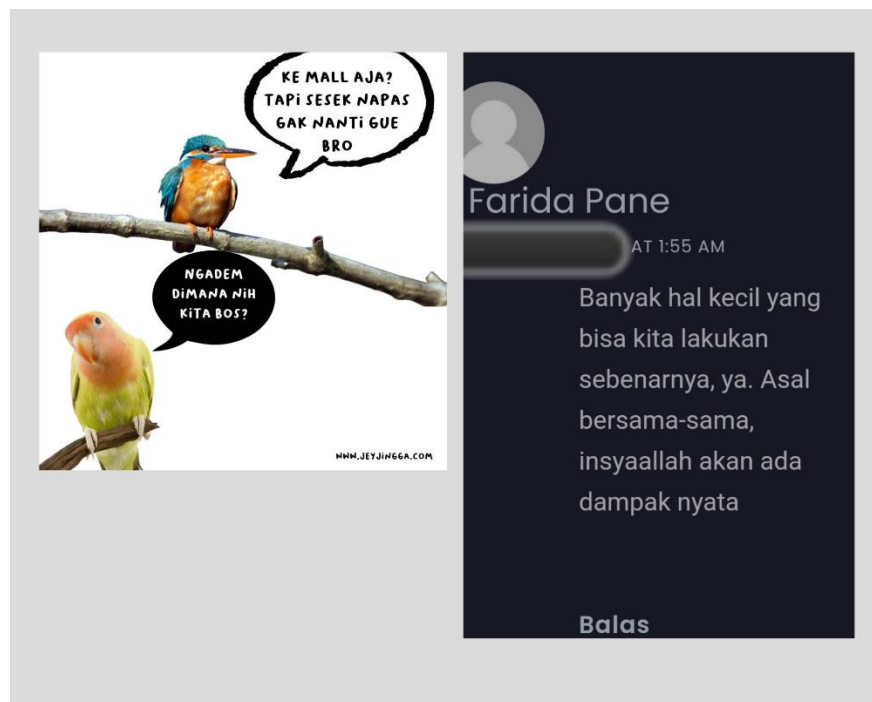
Caption: "*Panas Maut di Hari Tanpa Bayangan. Seperti semua hewan, manusia adalah mesin yang menghasilkan panas. Oleh karena itu untuk bertahan hidup kita harus terus menerus mendinginkan diri. Jadi suhu harus cukup rendah supaya udara bisa berfungsi sebagai pendingin, menarik panas dari kulit supaya mesin bisa terus berjalan. Tekad kami, bersama Eco Blogger Squad dan Kak Anggi dari Yayasan Madani agar di tahun 2022 suhu di Indonesia bisa berangsur membaik. Tentu saja ini tidak mudah. Karena membutuhkan kerjasama banyak pihak. Membutuhkan gerakan yang agresif, berskala luas dan semua orang ikut melakukannya. Namun inilah satu-satunya solusi perubahan iklim yang bisa kita lakukan.*" (Deadly Heat on a Day Without Shadows. Like all animals, humans are heat-producing machines. Therefore, to survive we must continuously cool

ourselves. So the temperature must be low enough so that the air can function as a coolant, drawing heat from the skin so that the machine can continue to run. Our determination, together with the Eco Blogger Squad and Kak Anggi from the Madani Foundation, is that in 2022 the temperature in Indonesia can gradually improve. Of course this is not easy. Because it requires cooperation from many parties. It requires an aggressive, large-scale movement and everyone is involved. But this is the only solution to climate change that we can do).
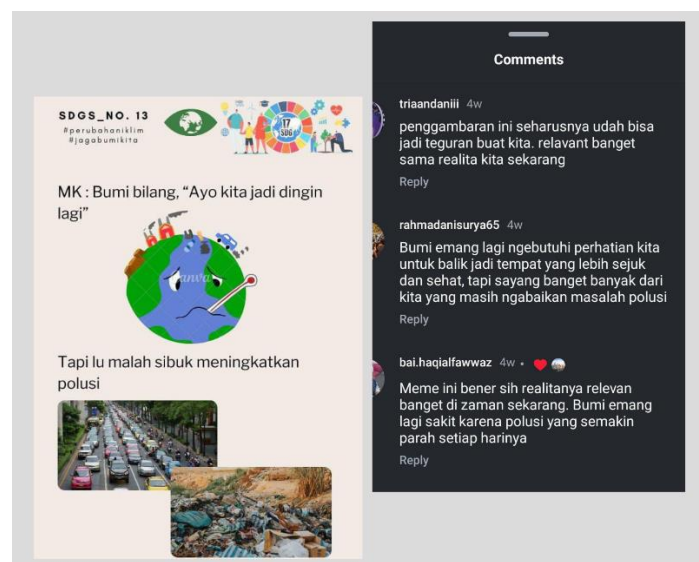
Source: Instagram, @ecowarrior2030

Caption: *"Mengingat polusi kendaraan membahayakan lingkungan dan kesehatan manusia, hal ini saat ini menjadi perhatian utama. Khususnya di wilayah perkotaan, polusi udara dari kendaraan dapat menyebabkan masalah termasuk peningkatan konsentrasi polutan seperti nitrogen dioksida (NO2) dan partikulat (PM2.5), yang dapat membahayakan jantung dan paru-paru serta meningkatkan risiko penyakit pernapasan. Sejumlah tindakan dapat diambil untuk*

memerangi peningkatan polusi kendaraan, termasuk mendorong penggunaan kendaraan bermotor yang ramah lingkungan, seperti kendaraan listrik atau bahan bakar alternatif, meningkatkan infrastruktur transportasi umum yang nyaman dan efektif." (Given the harm that vehicle pollution does to the environment and human health, it is currently a major concern. Particularly in urban areas, air pollution from vehicles can cause problems including increased concentrations of pollutants such as nitrogen dioxide (NO2) and particulate matter (PM2.5), which can harm the heart and lungs and increase the risk of respiratory diseases. A number of measures can be taken to combat the increase in vehicle pollution, including encouraging the use of environmentally friendly motor vehicles, such as electric or alternative fuel vehicles, improving convenient and effective public transport infrastructure).

Produk Domestik Bruto per kapita negara-negara di dunia meningkat. Namun di saat bersamaan pencemaran terhadap udara, air dan tanah, luput diantisipasi. Di episode ini Muammar Syarif dan Cornelia Wendelina membahas bagaimana perubahan lingkungan dan iklim akhirnya menggerus dompet kita, bersama Retno Suryandari, peneliti di Pusat Studi Lingkungan Hidup Universitas Gadjah Mada. Kami ingin mendengar komentarmu tentang topik ini. Kamu bisa kirim ke podcast@kbrprime.id

Source: Website, https://open.noice.id/content/9349d65a-53aa-40c7-89e7-32d6c9c8f4ca

Source: Artikel Kompasiana.com

Caption: *"Mulailah menuangkan rasa bangga kita dengan cara melestarikan hutan Indonesia. Hindari rasa egois untuk mencari keuntungan dari menebang pohon, masih banyak rezeki halal lainnya. Yang paling penting, mulailah mengajarkan kepada anak-anak betapa pentingnya menjaga kelestarian hutan. Pemerintah juga punya amanah yang besar untuk menjaga hutan dari pencuri. Dan masyarakat punya tanggung jawab yang besar untuk melestarikan hutan kita, hutan Indonesia.".* (Let's start expressing our pride by preserving Indonesia's forests. Avoid selfishness in seeking profit from cutting down trees, there are still many other halal sources of income. Most importantly, start teaching

children how important it is to preserve forests. The government also has a big mandate to protect forests from thieves. And the community has a big responsibility to preserve our forests, Indonesia's forests).

Appendix 2. Permohonan Persetujuan Judul Skripsi

MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238
Website: http://www.fkip.umsu.ac.id E-mail: fkip@umsu.ac.id

PERMOHONAN PERSETUJUAN JUDUL SKRIPSI
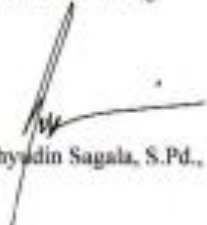
Dengan ini saya:

Nama Mahasiswa : Vevi Artia
NPM : 2002050006

Prog. Studi : Pendidikan Bahasa Inggris

Judul	Diterima
Decoding Multimodal Legitimizing: Examining Internet Memes in the Context of Sustainable Development's Agenda	✓

Bermohon kepada Dosen Pembimbing untuk mengesahkan Judul yang telah diajukan

kepada Prodi Pendidikan Bahasa Inggris.

Disetujui oleh
Dosen Pembimbing

Dr. Rakhmat Wahyudin Sagala, S.Pd., M.Hum.

Medan, 29 Februari 2024
Hormat Pemohon,

Vevi Artia

Appendix 3. Format K-1

MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238
Website: http://www.fkip.umsu.ac.id E-mail: fkip@umsu.ac.id

UMSU

Form : K – 1

Kepada Yth: Bapak Ketua & Sekretaris
Program Studi Pendidikan Bahasa Inggris
FKIP UMSU

Perihal : **PERMOHONAN PERSETUJUAN JUDUL SKRIPSI**

Dengan hormat yang bertanda tangan di bawah ini:

Nama Mahasiswa : Vevi Artia
NPM : 2002050006
Prog. Studi : Pendidikan Bahasa Inggris
Kredit Kumulatif : 139 SKS

IPK= 3,73

Persetujuan Ket./Sekret. Prog. Studi	Judul yang Diajukan	Disahkan oleh Dekan Fakultas
	Decoding Multimodal Legitimizing: Examining Internet Memes in the Context of Sustainable Development's Agenda	
	The Linguistic Implicature : Pragmatic Discourse of Television Commercial Advertising	
	Analyzing Users' Syntactic and Semantic Perceptions of Artificial Intelligence Translation Errors	

Demikianlah permohonan ini saya sampaikan untuk dapat pemeriksaan dan persetujuan serta pengesahan, atas kesediaan Bapak saya ucapkan terima kasih.

Medan, 27 Februari 2024
Hormat Pemohon,

Vevi Artia

Keterangan:
Dibuat rangkap 3 : - Untuk Dekan/Fakultas
- Untuk Ketua/Sekretaris Program Studi
- Untuk Mahasiswa yang bersangkutan

Appendix 4. Format K-2

Form K-2

Kepada : Yth. Bapak Ketua/Sekretaris
Program Studi Pendidikan Bahasa Inggris
FKIP UMSU

Assalamu'alaikum Wr, Wb

Dengan hormat, yang bertanda tangan dibawah ini:

Nama Mahasiswa   : Vevi Artia
NPM   : 2002050006
Prog. Studi   : Pendidikan Bahasa Inggris

Mengajukan permohonan persetujuan proyek proposal/risalah/makalah/skripsi sebagai tercantum di bawah ini dengan judul sebagai berikut:

Decoding Multimodal Legitimizing: Examining Internet Memes in the Context of Sustainable Development's Agenda

Sekaligus saya mengusulkan/ menunjuk Bapak/ Ibu:

Dr. Rakhmat Wahyudin Sagala, S.Pd., M.Hum.

Sebagai Dosen Pembimbing Proposal/Risalah/Makalah/Skripsi saya.

Demikianlah permohonan ini saya sampaikan untuk dapat pengurusan selanjutnya. Akhirnya atas perhatian dan kesediaan Bapak/ Ibu saya ucapkan terima kasih.

Medan, 27 Februari 2024
Hormat Pemohon,

Vevi Artia

Keterangan
Dibuat rangkap 3 :
- Untuk Dekan / Fakultas
- Untuk Ketua / Sekretaris Prog. Studi
- Untuk Mahasiswa yang Bersangkutan

Appendix 5. K-3

Nomor   : 0546/II.3/UMSU-02/F/2024
Lamp   : ---
H a l   : Pengesahan Proyek Proposal
              Dan Dosen Pembimbing

Bismillahirahmanirrahim
Assalamu'alaikum Wr. Wb

Dekan Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara menetapkan Perpanjangan proposal/risalah/makalah/skripsi dan dosen pembimbing bagi mahasiswa yang tersebut di bawah ini :.

Nama   : Vevi Artia
N P M   : 2002050006
Program Studi   : Pendidikan Bahasa Inggris
Judul Penelitian : Decoding Multimodal Legitimizing:Examining Internet Memes in
                    the Context of Sustainable Development's Agenda.

Pembimbing   : Dr. Rakhmat Wahyudin Sagala,S.Pd., M. Hum.

Dengan demikian mahasiswa tersebut di atas diizinkan menulis proposal/risalah/makalah/skripsi dengan ketentuan sebagai berikut :

1. Penulis berpedoman kepada ketentuan yang telah ditetapkan oleh Dekan
2. Proyek proposal/risalah/makalah/skripsi dinyatakan **BATAL** apabila tidak selesai pada waktu yang telah ditentukan.
3. Masa kadaluwarsa tanggal : **28 Februari 2025**

Medan 18 Syaban   1445 H
       28 Februari   2024 M

Wassalam
Dekan

Dra. Hj. Syamsyurnita,MPd.
NIDN : 0004066701

Dibuat rangkap 5 (lima) :
1. Fakultas (Dekan)
2. Ketua Program Studi
3. Pembimbing Materi dan Teknis
4. Pembimbing Riset
5. Mahasiswa yang bersangkutan :
   WAJIBMENGIKUTISEMINAR

Appendix 6. Berita Acara Bimbingan Proposal

MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238
Website: http://www.fkip.umsu.ac.id E-mail: fkip@umsu.ac.id

BERITA ACARA BIMBINGAN PROPOSAL

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara
Fakultas : Keguruan dan Ilmu Pendidikan
Jurusan/Prog. Studi : Pendidikan Bahasa Inggris
Nama : Vevi Artia
NPM : 2002050006
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : Decoding Multimodal Legitimizing: Examining Internet Memes in the Context of Sustainable Development's Agenda

Experiences

Tanggal	Deskripsi Hasil Bimbingan Proposal	Tanda Tangan
20/December 2023	Submission of student title of research proposal to lecture.	
30/December 2023	Discussion regarding Determining the title, "Legitimizing Multimodal Decoding: Examining Internet memes in the context of Sustainable Development Agenda".	
4/January 2024	Discussing the reference Theory "by Kress and Van Leeuwen (2007)" which will be used in this research.	
29/January 2024	Discussion regarding the results of chapter I. Improvements to research problems and research objectives".	
20/march 2024	Discussion regarding of results Chapter II. The lecture directs you to provide references for each paragraph	
1/April 2024	Discussion regarding the result of chapter II. Improvement of the time of research Chart, typing, pages & references.	
3/May 2024	Research proposal at ACC by lecture for the proposal seminar.	

Medan, Mei 2024

Diketahui oleh:
Ketua Prodi

Dosen Pembimbing

(Pirman Ginting, S.Pd., M.Hum.)

(Dr. Rakhmat Wahyudin Sagala, S.Pd., M.Hum.)

Appendix 7. Berita Acara Seminar Proposal

MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Mukhtar Basri No. 3 Medan 20238 Telp. 061-6622400 Ext. 22, 23, 30
Website: http://www.fkip.umsu.ac.id E-mail: fkip@umsu.ac.id

BERITA ACARA SEMINAR PROPOSAL

Pada hari ini Rabu Tanggal 22 Bulan Mei Tahun 2024 diselenggarakan seminar prodi
Pendidikan Bahasa Inggris menerangkan bahwa:

Nama Lengkap : Vevi Artia
N.P.M : 2002050006
Program Studi : Pendidikan Bahasa Inggris
Judul Proposal : Decoding Multimodal Legitimizing: Examining Internet Memes in the
Context of Sustainable Development's Agenda.

No	Masukan dan Saran
Judul	All correct.
Bab I	add the edgs in objectives.
Bab II	1. Add more about cencatres (ayer in theorethical). 2. more definition on legitimization strategy.
Bab III	All correct.
Lainnya	
Kesimpulan	[✓] Disetujui [ ] Ditolak [ ] Disetujui Dengan Adanya Perbaikan

Dosen Pembahas

(Yenni Hasnah, S.Pd., M.Hum.)

Dosen Pembimbing

(Dr. Rakhmat Wahyudin Sagala, S.Pd., M.Hum.)

Panitia Pelaksana

Ketua

(Pirman Ginting, S.Pd., M.Hum.)

Sekretaris

(Rita Harisma, S.Pd., M.Hum.)

Appendix 8. Surat Keterangan Seminar Proposal

MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Mukhtar Basri No. 3 Medan 20238 Telp.061-6619056 Ext, 22, 23, 30
Website: http://www.fkip.umsu.ac.id E-mail: fkip@umsu.ac.id

SURAT KETERANGAN

Ketua Program Studi Pendidikan Bahasa Inggris, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Muhammadiyah Sumatera Utara, menerangkan di bawah ini:

Nama Lengkap : Vevi Artia

N.P.M : 2002050006

Program Studi : Pendidikan Bahasa Inggris

Judul Proposal : Decoding Multimodal Legitimizing: Examining Internet Memes in the Context of Sustainable Development's Agenda.

benar telah melakukan seminar proposal skripsi pada hari Rabu, tanggal 22, Bulan Mei, Tahun 2024

Demikianlah surat keterangan ini dibuat untuk memperoleh surat izin riset dari Dekan Fakultas. Atas kesediaan dan kerjasama yang baik, kami ucapkan terima kasih.

Medan, Mei 2024

Ketua,

Pirman Ginting, S.Pd., M.Hum.

Appendix 9. Lembar Pengesahan Hasil Seminar Proposal

MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Mukhtar Basri No. 3 Medan 20238 Telp. 061-6622400 Ext, 22, 23, 30
Website: http://www.fkip.umsu.ac.id E-mail: fkip@umsu.ac.id

بِسْمِ اللَّهِ الرَّحْمَٰنِ الرَّحِيمِ

LEMBAR PENGESAHAN HASIL SEMINAR PROPOSAL

Proposal yang sudah diseminar oleh mahasiswa di bawah ini:

Nama Lengkap	:	Vevi Artia
N.P.M	:	2002050006
Program Studi	:	Pendidikan Bahasa Inggris
Judul Proposal	:	Decoding Multimodal Legitimizing: Examining Internet Memes in the Context of Sustainable Development's Agenda.

Pada hari Rabu, tanggal 22 bulan Mei, tahun 2024 sudah layak menjadi proposal skripsi.

Medan,   Mei 2024

Disetujui oleh:

Dosen Pembahas   Dosen Pembimbing

(Yenni Hasnah, S.Pd., M.Hum.)   (Dr. Rakhmat Wahyudin Sagala, S.Pd., M.Hum.)

Diketahui oleh
Ketua Program Studi,

(Pirman Ginting, S.Pd., M.Hum.)

Appendix 10. Surat Keterangan Selesai Riset

MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN PIMPINAN PUSAT MUHAMMADIYAH
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
PERPUSTAKAAN

Terakreditasi A Berdasarkan Ketetapan Perpustakaan Nasional Republik Indonesia No. 00059/LAP.PT/IX.2018
Pusat Administrasi : Jalan Kapten Mukhtar Basri No. 3 Medan 20238 Telp. (061) 66224567
NPP. 1271202D1000003 🌐 http://perpustakaan.umsu.ac.id ✉ perpustakaan@umsu.ac.id 📷 perpustakaan_umsu

SURAT KETERANGAN
Nomor: ..240../KET/II.8-AU/UMSU-P/M/2024

بِسْمِ اللهِ الرَّحْمَنِ الرَّحِيمِ

Kepala Perpustakaan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan :

Nama	:	**VEVI ARTIA**
NPM	:	**2002050006**
Univ./Fakultas	:	**UMSU/ Keguruan dan Ilmu Pendidikan**
Jurusan/P.Studi	:	**Pendidikan Bahasa Inggris/ S1**

adalah benar telah melakukan kunjungan/penelitian pustaka guna menyelesaikan tugas akhir / skripsi dengan judul :

"DECODING MULTIMODAL LEGITIMIZING: EXAMINING INTERNET MEMES IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT'S AGENDA"

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya.

Medan, 6 Safar 1446 H
12 Agustus 2024 M
Kepala Perpustakaan,

Dr. Muhammad Arifin, M.Pd

Appendix 11. Berita Acara Bimbingan Skripsi

MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238
Website: http://www.fkip.umsu.ac.id E-mail: fkip@umsu.ac.id

BERITA ACARA BIMBINGAN SKRIPSI

Perguruan Tinggi	: Universitas Muhammadiyah Sumatera Utara
Fakultas	: Keguruan dan Ilmu Pendidikan
Jurusan/Prog. Studi	: Pendidikan Bahasa Inggris
Nama Lengkap	: Vevi Artia
NPM	: 2002050006
Program Studi	: Pendidikan Bahasa Inggris
Judul Skripsi	: Decoding Multimodal Legitimizing: Examining Internet Memes in the Context of Sustainable Development's Agenda

Tanggal	Deskripsi Hasil Bimbingan Skripsi	Tanda Tangan
29/May 2024	Chapter 1 : Reorganizing objectives and formulation.	
11/June 2024	Chapter II : Converting Semiotics and change to Semiotic Pragmatics theory	
27/June 2024	Chapter II : fixing the grammatical error, fixing conceptual framework.	
9/July 2024	Chapter III : Minor revision in Design, Data Collection, Analysis data.	
25/July 2024	Chapter IV : Formulating Findings and Discussions.	
1/August 2024	Chapter IV : Minor Revision Findings and discussion, reorganize discussion.	
12/August 2024	Chapter V : Minor Revision in Conclusion and Suggestion.	

Diketahui oleh:
Ketua Prodi

Medan,   Agustus 2024
Dosen Pembimbing

Dr. Pirman Ginting S.Pd., M.Hum.   **Dr. Rakhmat Wahyudin Sagala, S.Pd., M.Hum.**

Appendix 12. Curriculum Vitae

CURRICULUM VITAE

Name   : Vevi Artia
NPM   : 2002050006
Gender   : Female
Religion   : Islam
Place/Data of Birth   : Desa Tanjung Kubah, 25 Maret 2003
Address   : Desa Tanjung Kubah, Batu Bara
Call-Number   : 0823-6034-2480
Email   : veviartia@gmail.com
Father's Name   : Kustito
Mother's Name   : Juliani

Education Backgrounds
Elementary School   : SD Negeri 010215 Tanjung Kubah (2008-2014)
Junior High School   : SMP Swasta Al Washliyah 6 Air Putih (2014-2017)
Senior High School   : SMA Negeri 1 Air Putih (2018-2020)
University   : Universitas Muhammadiyah Sumatera Utara (2020-2024)